

LIFE

'MY CONSCIENCE WILL NOT
LET ME REMAIN SILENT'
BY GENERAL VAN FLEET



DENIM GETS DRESSY
A COCKTAIL COAT

20 CENTS

MAY 11, 1953

...so the point
stays clean!

Sheaffer's **SNORKEL** pen

Tube extends
to fill—
then retracts!

TAKES THE "DUNK" OUT OF PEN FILLING!

Realize what that means? You'll never again have a messy pen or the distasteful job of wiping it clean. For with this new Sheaffer's invention, only the filling tube touches ink. It reaches out to drink in its own supply, then withdraws when the job is done. Quick, too. For here is *instant* filling in its truest meaning. Fluid is sealed in automatically to prevent leakage. Flushes itself at every filling so only *fresh* ink is ever in the barrel. It wasn't easy to make Sheaffer's Snorkel Pen, but it's here at last. See it. Try it. You'll want to show it off, too.

SHEAFFER'S

WORLD OF DISTINCTION

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U.S.A.

IN CANADA: MALTON, ONT. IN AUSTRALIA: MELBOURNE

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Sheaffer's
Snorkel Pens,
\$12.50 up. Others
from only \$3.75

Simple
as...

1.

Twist—filling tube extends beyond tip of point.

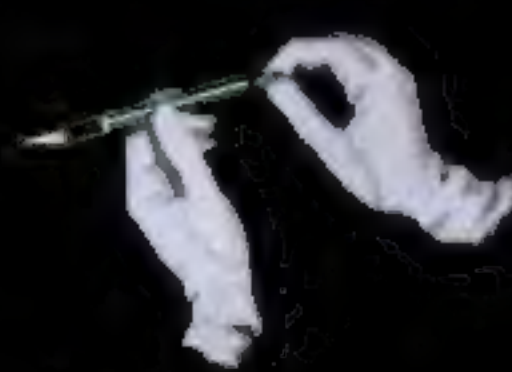
2.

Touch down—pen fills instantly through tube at a single stroke.

3.

Twist—tube retracts. Pen is ready to write. No pen wiping needed.

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Did you wake up today with "morning mouth"?

That stale and furry morning mouth taste is a sure sign of bad breath

As you sleep, tiny food particles decompose in your mouth. This causes that unpleasant condition we call "Morning Mouth."

But Morning Mouth is not just that stale and furry taste that you notice when you wake up. It's also a sure sign of bad breath. *First thing in the morning*, as one dental authority points out, *everyone's breath is "pungent" and often unpleasant.*

What you do when you get up decides how your mouth and breath are during the day
Discover Chlorodent's magic. Chlorodent—the

special formula chlorophyll toothpaste—is made in such a way that it stops Morning Mouth *instantly!* Its patented cleaning ingredients coupled with chlorophyll do this.

You see, Chlorodent contains *two exclusive* cleaning ingredients—a foam-type cleansing agent that reaches every nook and cranny of your mouth—places your toothbrush can't reach... plus a polishing agent which will make your teeth whiter than any other toothpaste formula.

Millions of people have found it is true that Chlorodent gives them a fresh, clean mouth. And that is why Chlorodent in a few weeks' time

became one of the largest selling toothpastes.

Almost everybody likes Chlorodent's delightful flavor. You'll find that children *love* to brush their teeth with this new *green* toothpaste!

And here's our guarantee: *if you're not convinced that Chlorodent banishes Morning Mouth and gives you a fresh, clean taste instantly—we'll refund your money, plus your postage.* Lever Brothers Company, Lever House, New York 22, N. Y.

Save 33¢—the new Economy Size Chlorodent for 89¢ saves 33¢, compared with the cost of the same amount of toothpaste in our small size tube. It is now available at most drug counters.

Brush away "MORNING MOUTH" with...



See how fresh and
clean your mouth feels instantly!

This One



It's a matter of Opinion

Which takes more nerve when you're roughing it — shooting the rapids in a thin-skinned canoe or braving the hazards of mountain climbing? It's a matter of opinion . . .



... but it's a Fact that Havoline is the best motor oil your money can buy!

Any car—new or old—benefits with Custom-Made Havoline in the crankcase. That's because Havoline is a Heavy Duty motor oil.

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One assembly line at our Indianapolis plant

What! These are Telephone Girls ?

Sure, because they're making telephone dials you use in Bell telephone service. It's their regular job here at Western Electric, manufacturing unit of the Bell System.

Altogether, we have some 31,000 women at Western Electric... in our shops, our offices, our distribution centers...and about 70,000 men, too. They all help carry on our 71-year-old job. That job is to supply good telephones, switchboards, wires, and other things which go to work for you every time you make a Bell telephone call.

Teamed-up with Bell Laboratories people who *design* the equipment and Bell telephone company people who *operate* it, Western Electric men and women help give you good, dependable telephone service at the lowest possible cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882



She'll know you care when you select
Tables by LANE! For her birthday, anniversary
—for any special occasion—Tables by LANE

will make for happier living and will add a touch of warmth and beauty
to your living room. In either traditional or exciting modern
designs, you'll find high quality LANE TABLES modestly priced, to add convenience
anywhere in the room—cocktail tables, step tables, corner and lamp tables!

She'll be proud of you and her living room, too—
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to live with—and to love.

Tables by **LANE**

(makers of famous LANE Cedar Chests)

No. 241—Charming modern
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magazine shelf. The matching
Step Table is No. 247.

All Lane Tables have exclusive
Lane Deep-Gleam finish.

LANE TABLES are priced
from **\$29.95**

*NOTE: Only a few of Lane's many gorgeous styles are shown here. Visit your Lane
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Table Division, Altavista, Va. In Canada: Knechtel's, Ltd., Hanover, Ont.*



No. 331—Lovely Mahogany Cocktail Table.
Handsome top with inlaid marquetry border.



No. 337—Beautiful Mahogany Step Table.
Distinctive Mahogany rails—antiqued casters.



No. 307—Striking modern Step Table
finished in Blond Oak. Graceful modern lines.



No. 248—Ideal, large size, modern Corner
Table, finished in beautiful Blond Oak.



No. 191—Handsome modern Cocktail Table
finished in Blond Oak. Distinctive "Trestle" base.



No. 347—Unique modern Step Table in
Blond Oak. Charming, clean-cut modern lines.



No. 327—Lovely genuine Mahogany Step Table
with distinctive beaded moulding on rails.



No. 251—Distinctive modern Cocktail Table
in Blond Oak. Convenient full length drawer.



PORTRAIT OF A QUADRIMESTRIAL BONUS

Quadrimestrial = EVERY FOURTH MONTH; **bonus** = FREE to members of The Heritage Club

THERE ARE three beautiful, beautiful books in the portrait above. They have been out-of-print for seven years. That fact has made some thousands of people unhappy. Many of these people, because they are enterprising and avid collectors of books, have been advertising widely in the attempt to locate copies of these books for their collections. So now it will make them happy, to learn that we are planning new printings of all three of these books—and there is a special reason why it will make you happy, too.

For these are not only beautiful books, they are famous books. They are "fictionized biographies" of three of the greatest painters that ever lived. One is Irving Stone's classic story about Vincent van Gogh, the title of which is *Lust for Life*. The second is Hendrik van Loon's classic story about Rembrandt, *R.V.R.: The Life and Times of Rembrandt van Rijn*. The third is Dmitri Merejcovski's classic life of Leonardo, *The Romance of Leonardo da Vinci*.

These justly-famous Heritage editions are profusely illustrated from the works of the painters themselves! The illustrations are arranged so that they appear at the proper points in the stories of the painters' lives; and they are wonderfully reproduced, too: by letterpress and gravure and collotype, and often in full color.



NOW WE are preparing new printings of these three books. They will be placed on sale in the retail book shops for \$11.85 per set, in the growing series called The Heritage Illustrated Bookshelf. But, because they were first distributed to the members of The Heritage Club, the directors feel that the members of the Club hold a kind of partnership with them in the plates from which these reprints are being made. So a copy of each book is going to be given to each member of The Heritage Club, to inaugurate a new system of "quadrimestrial bonus" books: A FREE BONUS BOOK to each member of the Club every fourth month (that's *quadrimestrial*).

If you obtain a membership in The Heritage Club at this time, and at this time only, you will share in the distribution of this bonus. And we emphasize the phrase at this time because The Heritage Club is just now preparing the Prospectus of the books for a new annual series, the Eighteenth Series.

NOW YOU MAY KNOW that the membership rolls of The Heritage Club are not often publicly opened to new members—so now is your opportunity.

The Heritage Club distributes to its members "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not "de luxe," nor are they old editions dressed up for a new market. They are especially designed by the world's leading typographers, illustrated by the greatest of the world's artists, and printed by the leading printers on fine papers chemically tested to assure a life of at least two centuries, then handsomely bound and boxed.

And the members obtain these books for no more than they are called upon to pay for ordinary novels! Despite increases, general throughout the book business, of one hundred percent in the costs of manufacture, each member is called upon to pay only \$3.65 for each book—or only \$3.28 if paying in advance!



copies of the three beautiful, beautiful books in the portrait above, you will also obtain: The Coronation Edition of *The Faerie Queene* by Edmund Spenser, this wonderful epic of the times of Elizabeth I in an edition prepared to celebrate the coronation of Elizabeth II and illustrated with remarkable wood-engravings by Agnes Miller Parker and created at the Oxford University Press in England. You will obtain *Cyrano de Bergerac* by Edmond Rostand, with full-color illustrations by Pierre Brissaud, in a new and quite wonderful adaptation by Louis Untermeyer; and *Swann's Way* by Marcel Proust, with full-color illustrations by Bernard Lamotte; and *Nicholas Nickleby* by Charles Dickens, profusely illustrated by Steven Spurrier the famous English painter; and Doughty's *Travels in Arabia Deserta*, magnificently illustrated on the spot by the famous French painter Edy Legrand; and *The Essays of Ralph Waldo Emerson*, and *The Georgics of Virgil*, not only nobly printed but completely bound in leather, and George Eliot's *Silas Marner* . . .

These are only a few of the titles.

YOU ARE invited to send for a copy of the handsome Prospectus which is now on the press. If you obtain a membership in The Heritage Club at this time, you will not only obtain FREE BONUS

YET, IF IT SHOULD HAPPEN that you do not desire to have any of these books, you are given a list of four dozen Heritage books in print—from which you are permitted to select substitution titles. In short, you may obtain only the books you want, and yet you may obtain them at a price which is a bargain.

There have been book bargains before, of course, and there will be again. But it seems safe to say that never in the history of book publishing has a greater bargain than this been offered to wise buyers of books.

You are invited to put this statement to the test. If you will fill out the coupon printed herewith, and mail it to The Heritage Club, you will be sent a copy of the completely descriptive Prospectus together with a circular more completely descriptive of the "quadrimestrial bonus." Also, one of the limited number of available memberships will be reserved for you until you have had time to study the Prospectus.



Bonus Coupon

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Please send me your new Prospectus, in which are described the books to be distributed to the new members in the coming twelve months, and also a circular descriptive of the new "Quadrimestrial Bonus." I understand that, if I send you my application at this time, I will be entitled to have copies of the famous Heritage editions of the three classic "fictionized biographies": each FREE, and "quadrimestrially"; and that you will now reserve a membership for me, awaiting receipt of my formal application.

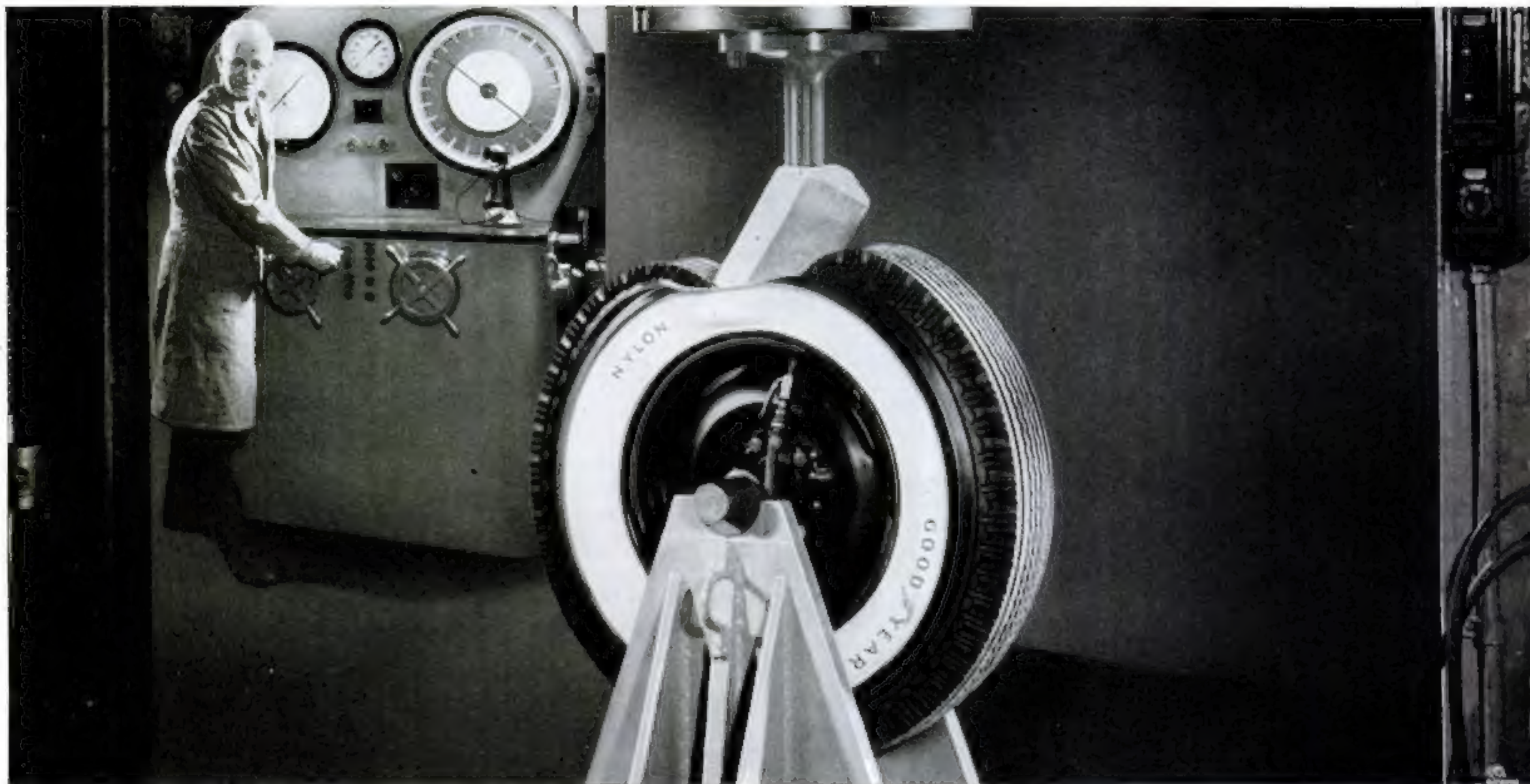
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Here's proof that the All-Nylon Cord Super-Cushion is up to 80% stronger than a tire with standard cords, and may take up to *twice* the punishment. A brick was mounted on the hydraulic press above—a brick such as you might hit on the road today. That brick came down on the All-Nylon Cord Super-Cushion with a force of 8560 lbs.—the tread was

driven clear to the rim, but that tough all-Nylon cord body bounced back without a break! In this particular test, with the amazing resilience of Nylon, the All-Nylon Cord Super-Cushion withstood more than *twice* as much force as the tire with standard cords. Extra strength like that means longer tire life, greater safety against impact blowouts!



TESTS PROVE NEW TREAD RUBBER GIVES UP TO 21% MORE NONSKID MILEAGE!

A new development in rubber-toughening carbon black gives the Super-Cushion a new kind of tread rubber. Gives you up to 21% more nonskid mileage—as much as an extra 1,000 miles for every 5,000 you used to get. Both tires above were driven the same distance. The tire at the right is smooth. But the new Super-Cushion with improved tread rubber still has thousands of miles of safe, nonskid driving left.



ALL-NYLON CORD SUPER-CUSHIONS GIVE SMOOTH COMFORT ON ROUGH ROADS!

There has *never* been such a smooth riding popular priced tire with all the advantages of this new All-Nylon Cord Super-Cushion. Even that rough country road above smoothed out under the soft resilience of this amazing new tire. You see, the lighter, stronger Nylon cords flex more easily, cushion the jars and shocks you get with some tires. Ask for a demonstration ride at your Goodyear dealer's and see.

of a Nylon Cord Tire for than a standard tire!

ALL-NYLON CORD TIRE now added to world famous Super-Cushion line!

New tread rubber gives up to 21% more mileage!

Up to now the vastly superior strength and safety, the longer life of the all-Nylon cord auto tire, have been available only from Goodyear and only in Goodyear's highest-priced tires.

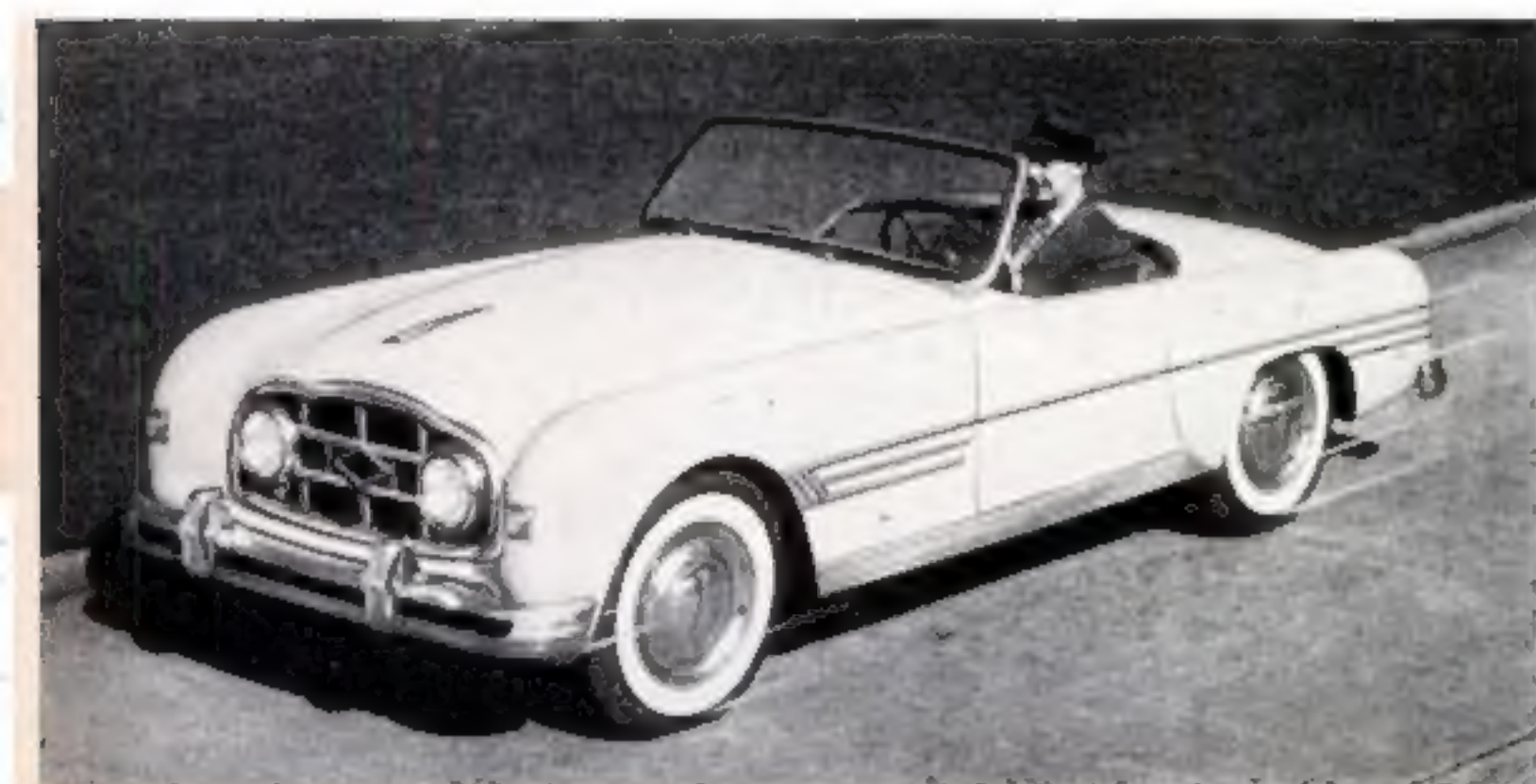
Now Goodyear presents the miracle All-Nylon Cord Super-Cushion, *priced within the reach of every motorist*. And gives you up to 21% extra tread mileage, too!

Think what this means: Now, for just a few dollars more than you formerly paid for a standard tire, you can get an *all-Nylon cord* tire with up to 80% more strength for longer life and safety against blowouts.

And in addition, this new tire gives you the benefit of one of the most important developments in years . . . a new tread rubber that actually gives you as much as an extra 1,000 miles for every 5,000 you used to get!

And you get all this in the world's most popular low-pressure tire! . . . the Super-Cushion by Goodyear . . . made up to 80% stronger, even more comfortable riding by the miracle strength and resilience of Nylon cords.

See this great new All-Nylon Cord Super-Cushion tire at your Goodyear dealer's now! Goodyear, Akron 16, Ohio.



**IT'S THE MODERN MIRACLE-STRENGTH TIRE
FOR TODAY'S MODERN DRIVING CONDITIONS!**

Cars get more powerful. Super-highway and turnpike driving conditions become more and more common. For this type of driving, safety demands the strongest, safest, coolest-running tires that man can devise. And experience *proves* that Nylon cord tires are cooler-running, and up to 80% stronger than any other tires. So, get the tire designed for tough driving conditions—the All-Nylon Cord Super-Cushion by Goodyear.

See your Goodyear dealer today. Although he may not have your size because of the limited supply of Nylon cord, he will be glad to accept your order for future delivery.

America needs better, safer roads. Let's bring them up to PAR

Miracle All-Nylon Cord Super-Cushion

by **GOODYEAR**

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

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If your choice is a Keepsake you will know your diamond ring is one of the world's finest. The words "Guaranteed Registered Perfect Gem" on the tag, and the Keepsake Certificate, signed by your jeweler, are your assurance of the best choice. In a wide range of styles, from \$100 to \$10,000.

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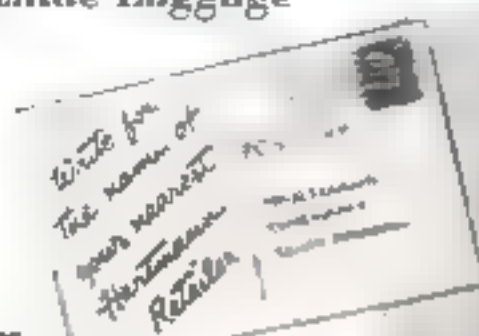
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you'll find everything from a week-end case
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your budget's easy reach!*

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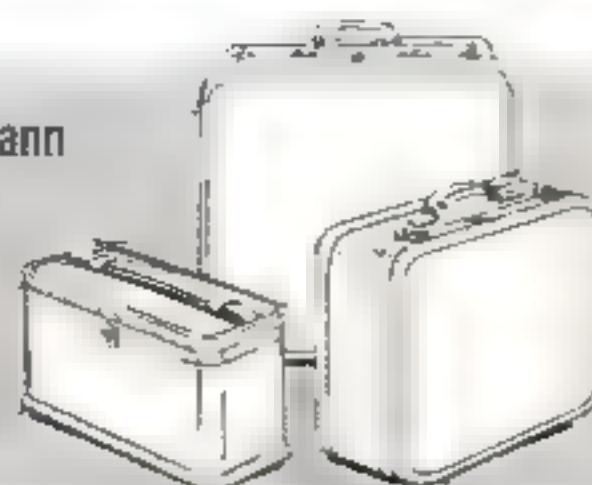
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HANDMACHER'S CRISP, COOL WEATHERVANES® SOLVE SUMMER SUIT PROBLEM—COST ONLY \$25 AND \$30

Not so many years ago, Handmacher introduced a completely new kind of suit, made entirely of Celanese acetate, the Beauty Fiber. He called it "The Weather-vane." Today it is the best-known, best-loved suit in America . . . and because fabric contributed so much to its popularity—it is *still* made exclusively of Celanese acetate.

For the acetate fabric in Weather-vanes keeps them crisp and smooth. It falls into simply beautiful lines . . . has a way of looking fresh on the most wilting days . . . keeps a press beautifully. And although the Weather-vane is an inexpensive suit, it is so well tailored, women in the upper brackets wear it as devotedly as the working girl who literally lives in it.

Alvin Handmacher, who pioneered these suits, constantly adds fashion excitement and variety with new textures, colors and designs (this Spring's collection shows a number of matching halters, and even hats). Yet the essential simplicity of the suits, the characteristic Weather-vane look, and the magnificent nature of the acetate fabric never changes.

Celanese Corporation of America, 180 Madison Ave., New York 16.





Button-happy Weathervane doubles as suit or dress, travels admirably. It comes in almost every color of the rainbow, fits everyone due to wide range of sizes—10-20, 7-15, proportioned plus to 22+ (all Weathervanes come in all these sizes). \$25.



Characteristic Handmacher touch is stark, dark accents on otherwise clean, simple lines. Suit comes in checks and nubby fabric as well as infinite variety of solid colors. \$30.



Two-color piping rims little girl collar and jacket of town suit with closely fitted jacket. Pipestem skirt is four-gored. Suit is equally handsome in light pastels and midnight shades. \$30.

*Reg. U. S. Pat. Off.

Celanese ^{*}
ACETATE, the beauty fiber

SAVE ALMOST HALF

on *Ballerina* STAINLESS TABLEWARE

with *Presto* Cookers!

YOURS FOR \$5 LESS

FOR A LIMITED TIME ONLY



24 PC. SET
Stainless Tableware
 regular \$10.95 value
PRESTO Cooker \$12.95*
VALUE \$23.90
Yours for only \$18.90

Exciting SPECIAL OFFER to INTRODUCE you to *SPEEDY* versatile *Presto* cookery... from Spareribs to Spice Cake

Get this wonderful saving on tableware that lends dinner-party beauty to all your every-day meals! You'll love the stunning pattern of this 24-piece set of stainless tableware; you'll love the easy-to-care-for durability, too—so serviceable there's a lifetime guarantee certificate. The offer is made to introduce you to Presto Cookers, the easy, automatic way to prepare more than 300 different dishes 3 to 4 times faster. The exclusive Presto Pressure-Tru Indicator "watches" your cooking, gives you perfect results safely, saves you money, too.* Look for this special offer with any Presto Cooker, priced from \$11.45 at leading hardware, department, and appliance stores throughout the United States and Canada. *Slightly higher west.

NATIONAL PRESTO INDUSTRIES, INC.
 (Formerly National Pressure Cooker Company)
 Kaukauna, Wisconsin

Makers of the
PRESTO VAPOR-STEAM IRON
 and **PRESTO DEEP-FRYER**



Pressure-Tru Indicator "watches" your cooking for you, solves all your problems about how much pressure and when... Exclusive!



Look for the Presto Service Center Display identifying your authorized dealer for Presto cookers and replacement parts.

★ OVER 19 MILLION SATISFIED PRESTO USERS ★

LETTERS TO THE EDITORS

THE LAND

Sirs:

Part III of "The World We Live In" (LIFE, April 13) seems to me a model for this kind of thing. For visual imagination and clear exposition, not to mention eloquent writing, it's just about tops.

PAUL BROOKS
 Editor-in-Chief

Houghton Mifflin Company
 Boston, Mass.

Sirs:

... The fertile New England soil is not old, as you stated, but probably deposited by the recent glacier, 25,000 years ago or later. The last uplifts which produced most of the present hills probably occurred no more than 50 million years ago, not "200-250."

GEORGE F. ADAMS
 Assistant Professor

Department of Geology
 The City College
 New York, N.Y.

● Experts agree with Professor Adams that the fertile New England valley LIFE pictured does not necessarily indicate the old age often associated with this type of alluvial plain. Its mantle was probably deposited by relatively recent glaciers. But the date at which Mr. Adams places the last uplifts refers to gradual ones which influenced stream and valley patterns. LIFE referred to major crustal upheavals which violently formed mountains about 200 million years before.—ED.

Sirs:

As a subscriber I think it is my duty to let you know how much I appreciate and really like the special effort you have put forth.

C. B. RIPLEY

Alton, Ill.

Sirs:

Congratulations on selecting Delicate Arch, Utah, the most wonderful sight of all, for the cover (LIFE, April 13). But it is too bad you didn't have a human figure under the arch to give an idea of its size. Maybe this one (below) will show what I mean.

GEORGE P. UNSELD

Salt Lake City, Utah

● Delicate Arch, known more indelicately as "The Schoolmarm's Bloomers" before becoming a national monument in 1929, is 85 feet high, has a span of 65 feet.—ED.

STALIN'S SECRETS

Sirs:

After reading Alexander Orlov's "The Chastly Secrets of Stalin's Power" (LIFE, April 13), the book I was a Minister of Stalin, recently published in Mexico, came into my hands. Its author, Jesus Hernandez, was a Communist minister of the Republican government during the Spanish Civil War. He states that it was "Orlov," then representing the Russian NKVD in Spain, who had the Catalan "Trotskyite" leader Andrés Nin assassinated under Moscow orders to liquidate Trotskyists in foreign countries. It was "Orlov" who also attempted to assassinate the Socialist leader Indalecio Prieto, then minister of war (now in Mexico). . . . Is this your Alexander Orlov?

JAUME MIRAVITLES
 Ex-Minister of Information

Autonomous Catalan Government
 New York, N.Y.

● Mr. Orlov is the man Hernandez mentions. But he says he had nothing to do with Nin's murder nor any attempts on Prieto's life. His own position at the time was far too precarious. Already marked by Stalin for liquidation, he was not the sort of agent Stalin would entrust with removing Nin. Even if he had been, Orlov was openly the top NKVD representative in Spain and had diplomatic status. He could not have carried out his "diplomatic" job (to direct counterintelligence and guerrilla activities) if also involved in assassinations. These were carried out, Orlov says, by a task force of secret liquidators sent from Moscow, one of whom, Bolodin, was probably the agent who did away with Andrés Nin. Orlov himself expected to be a future Bolodin victim—but escaped in time.—ED.

QUEEN MARY

Sirs:

Why wasn't the Windsor Castle flag ("In Windsor's Royal Vault," LIFE, April 13) flying at half-mast for Queen Mary's death?

RONALD TYROLER

Jamaica, N.Y.

● Because it was Queen Elizabeth's royal standard, never lowered when she is in residence, though national flags were.—ED.

CONTINUED ON PAGE 13



A MAN BENEATH IT CLARIFIES SIZE OF DELICATE ARCH



Life's a Picnic!

Look who's going places— you and the family, in the footwear that's a special part of summer. Keds are the great last thing on two feet. Style—there's plenty for the girls. Keds Casuals for men take the work out of walking—they're floating light. Air conditioning uppers "breathe" when you walk. Keds for boys stand right up to the rough treatment they receive to get "Treat the whole family soon, because economical Keds give budgets a summer vacation, too.



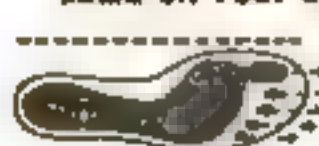
DRESS 'N PLAY KEDS are neat for style, tough for sports. Brown, Blue, Maroon, Faded Blue Denim.

KEDS ARE GOOD FOR YOUR FEET *Natural Support*

1. HEEL-TO-TOE CUSHIONED INSOLE
2. SHOCKPROOF ARCH CUSHION
3. CUSHIONED SHOCKPROOF HEEL



MADE ON FOOT-CONFORMING LASTS



Lets Toes Lie Straight and Free, for Action

PATIO-COOL KEDS for Mom are grand with gingham or pants. Wall toes are smart; cushiony wedge means all-day comfort. Red, White, Blue, French Mocha, Faded Blue Denim.



MESH SLIP-ON KEDS for Dad have air-cooling tops of Nylon mesh; glove-fitting elasticized instep gores. Brown, Blue, Faded Blue Denim, Claret.



CHAMPION BLUCHER KEDS keep never-still feet comfortable in action. New foot-conforming last. Fawn, Blue, Red, or Faded Blue Denim.



CAGER KEDS are a fellow's best friends roughing it. Tough construction, anti-slip soles, team colors. Black, White, Blue, Red.

U.S. UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK

Good Morning to You

BITE SIZE
WHEAT CHEX

BITE SIZE
RICE CHEX

Wake Up and Enjoy
a New Experience in
GOOD EATING...

Butter 'n Salt those
WHEAT CHEX...
eat 'em like salted nuts.
Melt 3 T. butter over
low heat and stir Wheat
Chex, sprinkle with 2 t.
salt, stir gently until all
bits are coated
about 5 min.
Take Chex on trips for
back-seat nibblers. Non-
crumbly, crisp good
right out of the box.

Tempting rice—hearty wheat
flavor-spun into tender shreds,
toasted to sunny crispness... won-
derful when your taste welcomes
something morning-fresh. Take
time to enjoy them each day
those delicious flavors you get in
THE ONLY BITE SIZE CEREALS
IN THE WHOLE WIDE,
WONDERFUL U. S. A.

To your health...

For a good morning, renew your
energy—enjoy the build-up of vital
vitamin B₆, niacin and iron supplied
you in these two delicious cereals.

Other delicious Checkerboard Cereals... Instant Ralston, Regular Ralston

Ralston Purina Company 51 East Main

LETTERS TO THE EDITORS

MRS. WICK IN RUSSIA

Sirs:

I think the Wicks have inadvertently given the American people the wrong slant on Russia ("I Photographed Russia," *LIFE*, April 20). I served in the U.S.S.R. during World War II as a medical officer in the little-known Eastern Command of U.S. Strategic Air Forces in Europe. We had shuttle-bombing bases in the heart of the Ukraine. We spent two summers and a very long winter there. We saw Moscow, dozens of lesser cities and hamlets, saw people as they were.

The Wicks had the "special tour" in Moscow. We called it the "vodka tour." The Wicks saw only what they were supposed to see. One of your pictures shows a milking machine—I'll bet they're so rare the Russians post a 24-hour guard over them—yet apparently the Wicks did not see the endless little houses built of horse manure, mud and water. . .

R. H. WISEHEART, M.D.
Lelahan, Ind.

Sirs:

I'll wager there wasn't much jewelry in the Brest-Litovsk jewelry store window "display" where Mrs. Wick's party attracted the big crowd of curious Russians. In the capital of the Ukraine before the war I once saw a riot in front of a shop of this kind—not over diamonds but over cheap alarm clocks. In the Soviet Union, where it is not a very happy matter to get to the factory 20 minutes late, the only happy people are those with alarm clocks.

A. VASILKOV
Kings Park, N.Y.



CLOCKS FOR TARDY RUSSIANS

JULIUS CAESAR

Sirs:

Your masterful review of M-G-M's *Julius Caesar* (*LIFE*, April 20) . . . has given movie audiences something which will stir their emotions with new understanding.

HARRY W. COLE
Detroit, Mich.

Sirs:

As an English teacher . . . I think you'll find it was Cassius, not Casca, who made the prophecy, "How many ages hence shall this our lofty scene be acted over in states unborn and accents yet unknown!" My freshman English class, having just finished *Julius Caesar*, stands behind me.

MRS. JOHN H. WEST
Ligonier, Pa.

Sirs:

. . . I believe you mistakenly interpreted Cassius' quote as specifically prophesying the future re-enactment of *Julius Caesar*, the play. As I read it, he was clearly alluding to the fact that conspiracy in government will exist as long as men are ambitious.

HUNTER JAMES
Wake Forest, N.C.

● The meaning of the prophecy—made by Cassius, not Casca—is an example of Shakespearean ambiguity. Like the famous line, "All the world's a stage" (*As You Like It*), it refers both to the play and to the world—ED.

PARAKEET RAGE

Sirs:

In "A Rage for Parakeets" (*LIFE*, April 20) you say only males can be taught to talk, that females simply chatter. As a breeder, I can show you any number of talking females; it makes it very difficult for us to sell young females when a magazine of your reputation says they can't talk.

DORIS STEELE
New Hope, Pa.

● *LIFE* apologizes to female budgies who can talk. But males learn more words more quickly.—FD.

Sirs:

You said "one female can lay as many as 60 eggs a year." This is possible, but how many of those 60 hatch? A hen laying 60 eggs a year will be overworked, her young will be weak and susceptible to disease. A good breeder will not "nest" a hen more than twice a year nor permit her to raise more than four young to a nestling. . .

W. H. GEISELMAN
Clearwater, Fla.

Sirs:

Your picture of Chief eating grapefruit at the breakfast table may give people the idea budgies can eat anything they want. Though grapefruit is not so bad, these birds cannot digest food most humans consume. They are eaters of seeds, greens and fruits. You state a budgie's cold can be treated with a few drops of whisky in its drinking water. Since through a stethoscope the heartbeat of one of these creatures normally sounds like an airplane motor, you should realize how dangerous a little whisky can be. You also show two examples of birds kissing their owners. Many budgies contract pneumonia this way. . .

JOHN R. VAIL
Chicago, Ill.

IRRITATED ENVOY

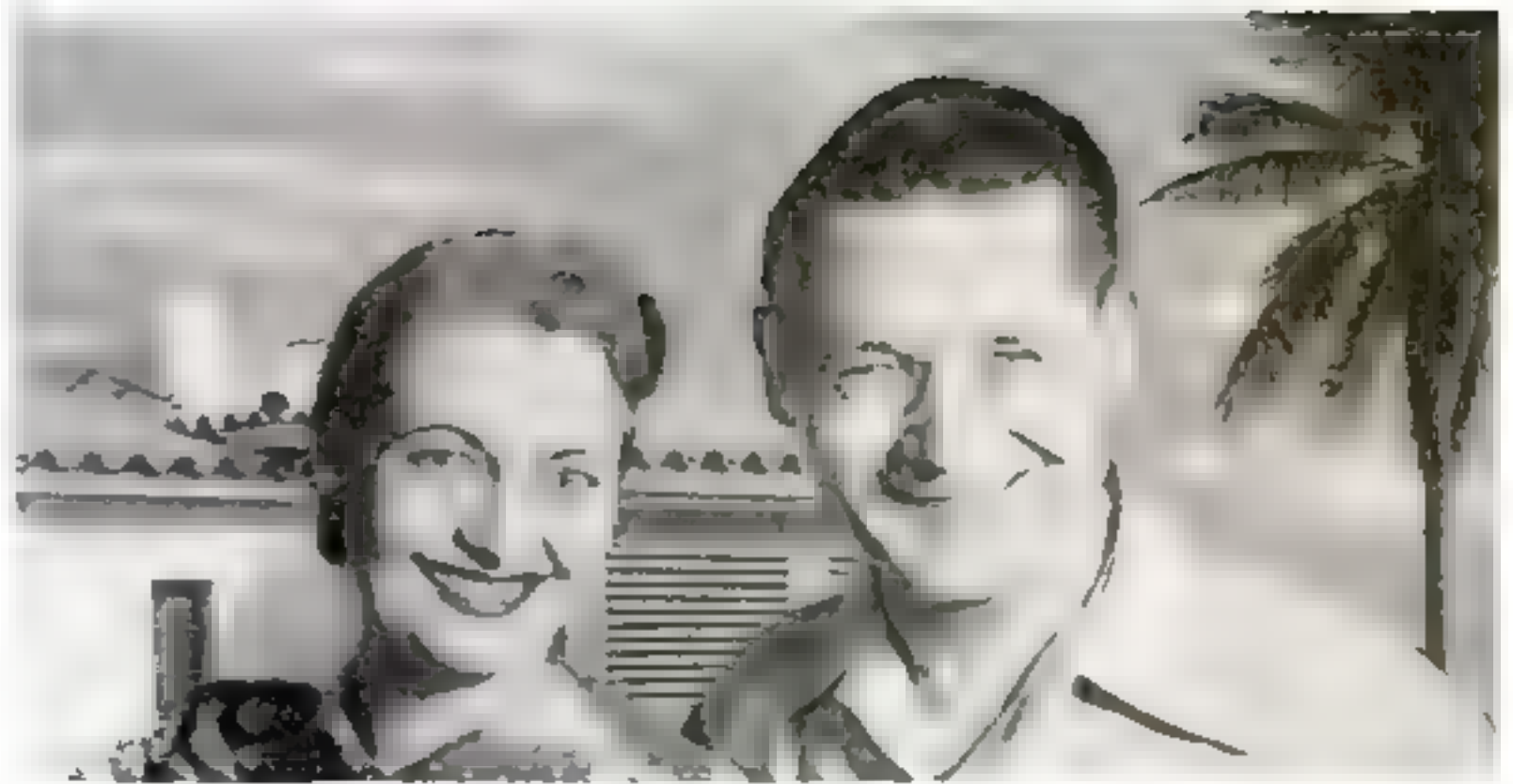
Sirs:

I am irritated too ("Case of the Irritated Envoy," *LIFE*, April 20). Ambassador Cowen's office, by removing the furniture, would be a ready-made bowling alley. It completely misses as an ambassador's office. Its best features are the windows (to permit the ambassador to look away from his monstrous surroundings) and the door (to escape them) . .

PAUL LASZLO
Beverly Hills, Calif.

Sirs:

. . . Some of your readers may have thought we designed the embassy



How we retired in 15 years with \$250 a month

Just fifteen years ago I made up my mind that I'd retire. I wasn't making a lot of money, but I figured you can do almost anything if you really set your heart on it. Thanks to that step in 1938, I'm picking oranges in my own Florida backyard today. With an income of \$250 a month, guaranteed for life, plus Social Security benefits we'll be getting soon, Helen and I are *living*.

Back in '38, things weren't going so well at the office. Like most everyone else, we had salary cuts. But one friend of mine—Jim Morse—was hardly bothered at all. "I'm going to retire anyway," he said. "I'll be selling the house and packing up for Florida." How he could afford it I couldn't figure, because he never made more than a comfortable living.

"The answer is simple," said Jim, "a fellow's got to look ahead. He's got to realize he won't always be able to keep plugging at the same old job. He shouldn't have to, either. With his family grown, he can live well on a lot less."

"Yes, but how can you plan today?" I asked.

"There'll always be business ups and downs," said Jim, "but there's an up-to-date way to insure yourself an income you can retire on no matter what happens."

It's called the Phoenix Mutual Retirement Income Plan. I started mine fifteen years ago and never felt happier! Now, pretty soon, I'll be getting my first check and retiring."

He told me that Phoenix Mutual had a booklet explaining all about its retirement income plans. So I dropped them a card. When I read the booklet, I knew *this was for me!* Not long after, I qualified for a Phoenix Mutual Plan of my own.

Since then, I've seen a lot of changes. The war came. Boom times, too. But I've always looked forward to what Helen and I are doing today—living our own life with a monthly check for \$250 and no clock to punch. You just can't believe how fast fifteen years go—when there's a care-free future ahead.

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs.

Don't put it off. Send for your copy now.



ESTABLISHED 1891

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PHOENIX MUTUAL LIFE INSURANCE CO.
920 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."

Name _____

Date of Birth _____

Business Address _____

Home Address _____

PHOENIX MUTUAL LIFE INSURANCE CO.
920 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your 32-page illustrated booklet showing how to get a guaranteed income for life.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

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CONTINUED ON NEXT PAGE

Helene Curtis Brings American Women The New Smoother Look

with **spray net**



*The magic mist
that keeps hair softly in place all day*

Now comes a new way to keep your hair perfectly in place—all day, all evening. Simply press the button—and the magic mist of Helene Curtis Spray Net keeps your hair the way you set it—softly, naturally, invisibly... for that new smoother look. Millions of women are finding that Helene Curtis Spray Net is the perfect answer to wispy, straggly, unruly hair. Protects your hair-do unfailingly—utterly without stiff-looking lacquers or greasiness. Won't harm hair—brushes out instantly. Takes less time to apply than lipstick.

Get Helene Curtis
Spray Net today!

Regular Size, \$1.25
New 11 oz. Economy Size, \$2



PERFECT HAIR CONTROL
WHEREVER YOU NEED IT!

Helene Curtis spray net

At all Drug Stores, Cosmetic Counters and Beauty Salons.

LETTERS TO THE EDITORS CONTINUED

interiors and selected the furniture. We did not. . . . One of your pictures shows our representatives examining tables for cracks. The tables have not cracked. . . .

I was amused to read in your story that Ambassador Cowen has kicked our furniture and finds modern chairs uncomfortable. He kicked nothing and appeared comfortably seated while I was with him two weeks ago, but perhaps he was just being diplomatic.

HANS G. KNOLL
President

Knoll Associates, Inc.
New York, N.Y.

Sirs:

I sympathize with the ambassador. . . . But though I agree that his office—so narrow and so long—appears to be the kind of penthouse where Nero Wolfe might grow his orchids, rather than the office of a U.S. ambassador, I do not feel the buildings are modern enough. . . .

WILLIAM LESCAZE

New York, N.Y.

RAMON MAGSAYSAY

Sirs:

If Magsaysay is really the honest man with guts he seems to be ("An Honest Man with Guts," *LIFE*, April 20), I hope Filipinos will have the good sense to elect him their next president. I keep hoping somehow my people will tire just a bit of graft and corruption and give themselves a really honest government for a change. They would discover something they did not know before. "Paisano, what have you got to lose?"

DONATO TEODORO

Detroit, Mich.

EDITORIAL

Sirs:

Your editorial, "TV Can Be Educational, Too" (*LIFE*, April 20), was excellent. . . . Television could be such a powerful agent. As a teacher, I'm certain people are eager to learn if moved to think, to pursue ideas that really grip them. . . . Your editorial is a long step forward.

E. KEITH NATALLE

Twin Falls, Idaho

Sirs:

. . . The plan whereby the University of Houston intends to save some \$10 million "on physical plant, like more classrooms" is too dangerous to warrant implicit endorsement. The ranking authorities in audio-visual instruction agree that radio, television and movies should supplement but never supplant the teacher. The basic difference between teaching a student and merely exposing him should be pondered. . . .

ALLEN KANE

Forest Hills, N.Y.

NOTABLE AMERICANS

Sirs:

I know it is difficult for medicine to realize that dentistry is capable of scientific contributions; nonetheless the pioneer anesthetist Dr. William Morton (Speaking of Pictures, *LIFE*, April 20) was a dentist, not a physician.

JOSEPH C. MUHLER, D.D.S.

Bloomington, Ind.

Sirs:

Long and bitter controversy raged in medical and dental circles as to whether Morton or another dentist, Dr. Horace Wells, was to be credited with contributing the most to the use of general anesthesia in surgical operations. Wells was the winner, however, mainly because he was first with the use of nitrous oxide gas for dental surgery. But many maintain

CONTINUED ON PAGE 18



NEW U.S. EMBASSY IN RIO

● More modern and generally acknowledged to be more successful architecturally are embassies recently completed by the State Department's Foreign Buildings Operation in Rio de Janeiro (*above*) and Havana. Other well-designed embassies are being built in Stockholm, Copenhagen, Madrid and Ankara.—ED.

JAPANESE ART

Sirs:

I could not resist writing to tell you what a good job I thought *LIFE* did on the Japanese art treasures at the Metropolitan Museum ("Treasures from Japan," *LIFE*, April 20). Not only have you in my opinion made a very real contribution insofar as art is concerned but also toward better international understanding.

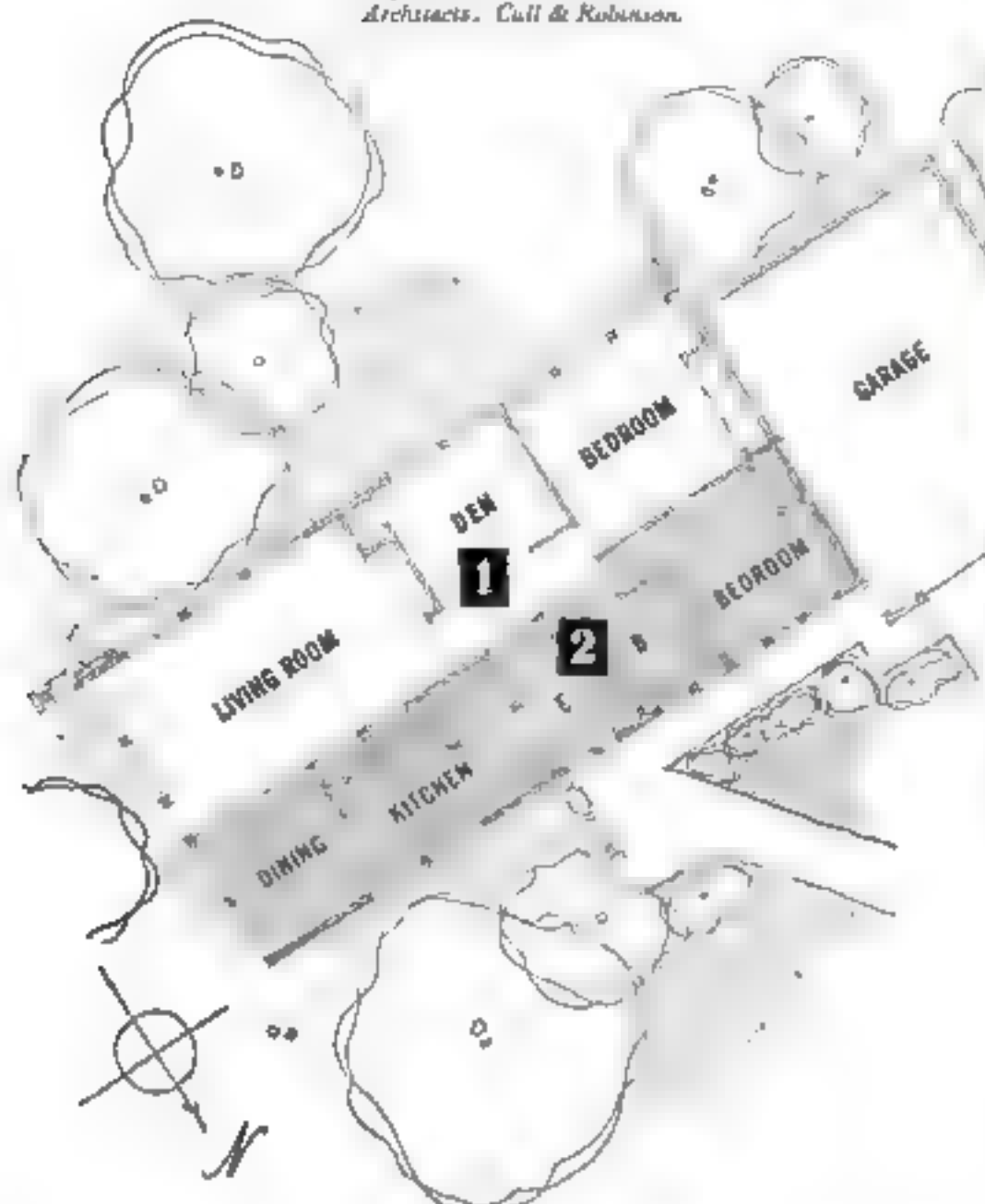
Because I have been very much interested in Japanese-American relations since I went out with Mr. Dulles on his mission in early 1951, I am particularly appreciative of *LIFE*'s handling of this matter. I do not see how you could have done it more attractively and effectively.

JOHN D. ROCKEFELLER III

New York, N.Y.

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Home of Mr. and Mrs. Kenneth E. Sutton,
Apponaug, Rhode Island.
Architects: Cull & Robinson.



Zone Control. With the system of temperature regulation known as Zone Control, separate areas of your home are designated as heating zones. Within these zones (floor plan gives a typical example) individual thermostats make it possible to maintain separate temperatures.

Zone Control, the only system that enables you to adjust heating comfort to family living habits, compensates for heating problems caused by picture windows, cold north winds, winter sunshine. Zone Control can be part of the Electronic Moduflow system described below.

How built-in Climate Control can give you the kind of comfort you've always wanted

One of these three Honeywell temperature control systems can bring you more comfort than you've ever known before. And they help save fuel, too.



Electronic Moduflow. The new kind of thermostat you see at right, mounted *outside* the house, is called the Electronic Weathercaster. It's the key element in a revolutionary control system known as Electronic Moduflow. Electronic Moduflow automatically raises indoor temperatures when the mercury falls outdoors—to compensate for increased heat loss and cold walls. Electronic Moduflow is eight times more sensitive than ordinary controls, gives vastly superior comfort.



Rambler floor plans... picture windows... these and a dozen other developments have added a lot to the freedom and enjoyment of modern living. But they've brought forth new problems in comfort control, too.

To solve these problems the heating industry designed more efficient heat distribution systems—and Honeywell developed new temperature control systems.

One or more of the Honeywell systems described on this page can give you improved wintertime comfort like you've never known before. Other Honeywell controls are available to improve your comfort in summer if your home is equipped with a central cooling system.

If your heating plant is up-to-date, probably all you need to enjoy the benefits of built-in Climate Control is the right Honeywell Temperature Control System.

The man to help you is your local heating dealer.

So why don't you look him up in the Yellow Pages of your phone book? Or, mail the coupon below.



Clock Thermostat. The fully-automatic device you see on the wall at left is the Honeywell Clock Thermostat. It can be used with Electronic Moduflow, Zone Control, or simply to replace your old thermostat. The Clock Thermostat turns back the heat at night so you sleep in a healthfully cool house, turns it up before you wake so your home is warm when you get up. Saves up to 10% on fuel, too.

MINNEAPOLIS
Honeywell
H First in Controls

MINNEAPOLIS-HONEYWELL
2850 Fourth Avenue South, Minneapolis 8, Minnesota
In Canada: Honeywell Ltd., Toronto 17, Ontario
Please send me information about

- ☐ Electronic Moduflow ☐ Zone Control
☐ Honeywell Clock Thermostats
☐ Please send me the name of a nearby heating dealer who handles these products.

Name _____

Address _____

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the perfect setting for you...



Enchantment*
Plantation*
Del Mar*

55 piece in
coffee table chest
only \$99.75

For smart young homemakers—the perfect setting for gracious living, gracious entertaining! It's the simple, tasteful Brookwood*. Like the other patterns, Brookwood has an extra overlay of precious pure silver on all most-used pieces to give you a lifetime of gleaming service. And it's unmatched in value! Compared with any fine silverplate, you get more pieces for less money. See other beautiful patterns—modern Del Mar, sentimental Plantation, and the lovely new Enchantment. All are made by Oneida Ltd., great name in fine silverware.

*Trade Marks. © 1953. Oneida Ltd., Oneida, N.Y.

1881 ROGERS
SILVERPLATE BY ONEIDA LTD. SILVERSMITHS

LETTERS TO THE EDITORS

CONTINUED

Morton pursued his discovery with more enthusiasm and against greater opposition.

JOE H. SMITH, D.D.S.
Dallas, Texas

'DEEP FREEZE' SURGERY

Sirs:

Not very often do you see a modern surgeon operating without sterile rubber gloves. Dr. Charles P. Bailey ("Deep Freeze" Surgery," LIFE, April 20) is not wearing gloves as he operates on the Ferrante heart. Does the rubber glove dull his sense of touch or get caught as he guides his needle?

ALBERT J. ABBOTT, M.D.
Nanticoke, Pa.

● Dr. Bailey's unusual procedure was necessary so he could feel size of the hole in the heart accurately and quickly.—ED.

SITTING BULL

Sirs:

About 25 years ago, as narrated in my biography (*Sitting Bull, Champion of the Sioux*), "Sitting Bull's" grave was opened secretly on a dark night just as it was recently (LIFE on the Newsfronts of the World, LIFE, April 20). Thereafter one of the local residents (now deceased) kept an arm bone, said to be Sitting Bull's. If this claim is true, and the Indians who transferred the body failed to get possession of the bone, part of Sitting Bull probably remains in North Dakota.

STANLEY VESTAL

Norman, Okla.

MACHINE-AGE REVENGE

Sirs:

A friend of mine at Stanford, who was interested in completely useless objects ("Machine-Age Revenge," LIFE, April 20), produced after some study a pilot model of a solid brass light bulb.

DAVID HARRAH

New Haven, Conn.

Sirs:

I earnestly urge Mr. Wahlstrom to be very careful in saying his smoothly running machine does nothing. His beautiful piece of humor made me laugh longer and harder than anything I have seen in 20 years. I almost took a fit. The machine is dangerous—a man could die laughing at it.

J. ALLEN JARMAN

Sudbury, Mass.

Please send

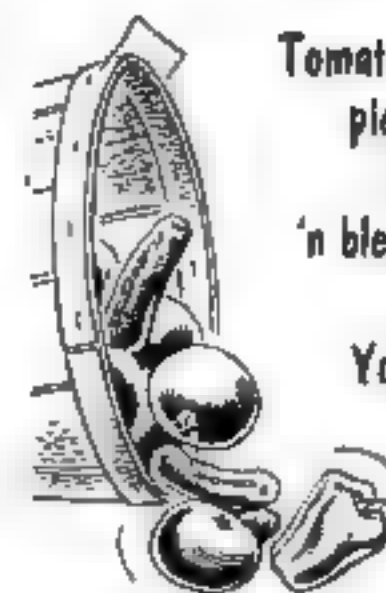


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Tomatoes 'n peppers
pickles 'n spice,
Simmered together
'n blended just nice.
Soon as you taste it
You'll love it because
It's the

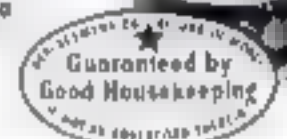
real home-made kind!



Mmm! mouth-watering
flavor-magic on meats,
poultry, sea food...
and in cookery too!

Betcha!

any Bennett's is as good
as any "home-made"
chili sauce you've tasted.
If not—send us the
neck-label and we'll
return retail price
plus your postage.



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(Upper Left) #2076. You're always up in charms, for the cups are completely French stitched, half-lined for extra firming. White only. \$2.25.

(Lower Left) #1175. Not a strap in sight under my blouses! Warner's stretchable A Lure with eyelet cups lined in misty nylon. White. \$7.50.

(Upper Right) #2129. Stitched to get 'round your curves so naturally! With Warner's stay-down band of lightly boned elastic. In white. \$2.95.

(Lower Right) #2059. Warner's Million Dollar Hold-Up with the comfiest you-shaped wires, gentle boning to lift you lightly. In white. \$3.50.

(Center) #135. A Warner Original. The fabulous Merry Widow cinch-bra, translated in air-cooled cotton, nylon and elastic marquisette. White only. \$10.00.

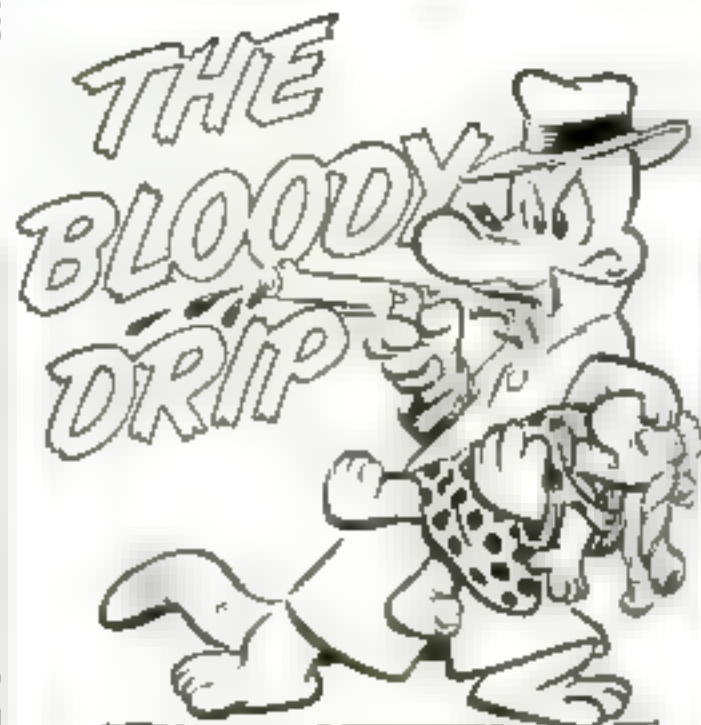
AT YOUR NICEST STORES, IN THE U. S. AND CANADA.

STRAPLESS belle or casual charmer, you'll queen it in Warner's Wonderful cotton bras. *Never before*, such a grand 'n glorifying collection... cool, cool beauties that feel so exalting, make everyone subject to your charms!

So delightful under every fashion! The breezy new Merry Widow for a royal *bare-ing*, frothy evelets to peek through sheers. All designed to *uphold* you loyally... to see you through Summer in glorious Warner comfort.

WARNER'S
REG. U. S. PAT. OFF.
Bras • Girdles • Corselettes

MUCKEY SPLEEN



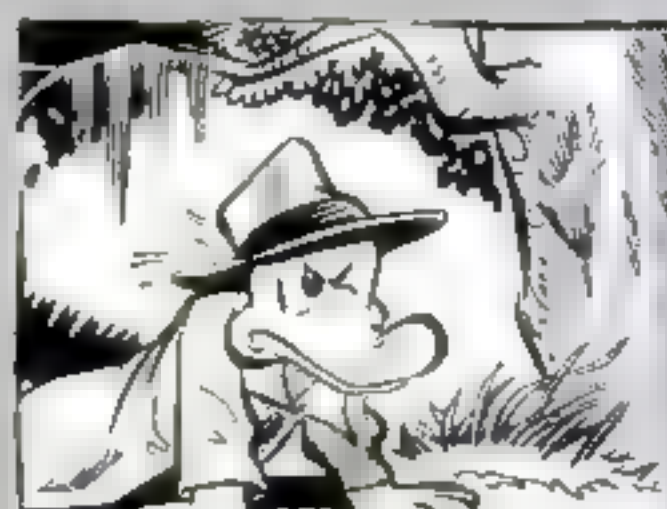
MEAT HAMBURG, PRIVATE EYE,
EAR, NOSE, THROAT AND LEG
MAN, IN ANOTHER BIG GAME
OF CORPSE AND ROBBERS

SPEAKING OF PICTURES

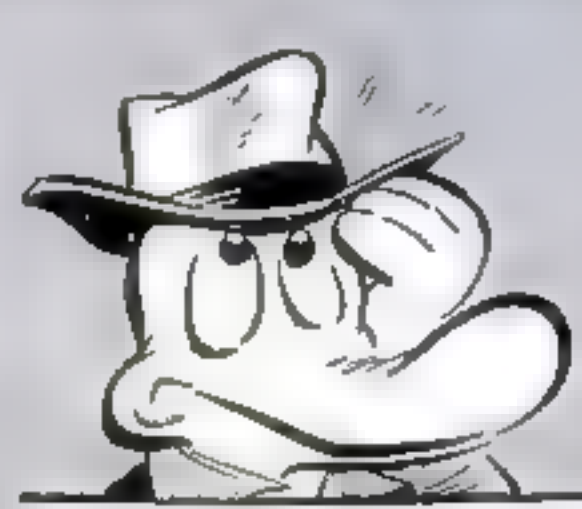
... Meet Meat Hamburg, private eye, ear, nose and leg



KRUNK KRUNK KRUNK---EVEN
AS I, MEAT HAMBURG, LAY THERE
UNCONSCIOUS, I COULD HEAR IT.



THAT WILD MUSIC---AND THAT
STABBING PAIN---I HAD TO GET UP.



IT SOUNDED LIKE EITHER A
MILLION VIOLINS OR LIKE A
WOODPECKER WAS IN MY HAT.



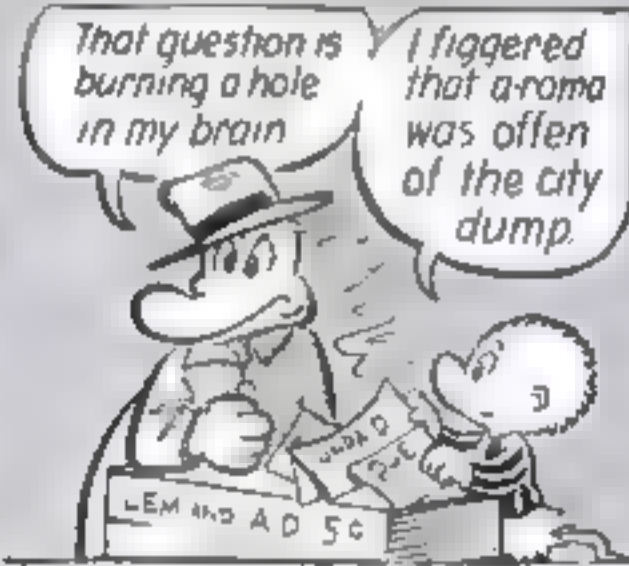
I WAS BEGINNING TO ADD THINGS
UP---I'M A BIG GUY---BUT EVEN MY
HAT COULDN'T HOLD A MILLION VIOL-
INS. THREE, MAYBE---NOT A MILLION.



SO I FIGURED---IT HAD
TO BE A WOODPECKER.



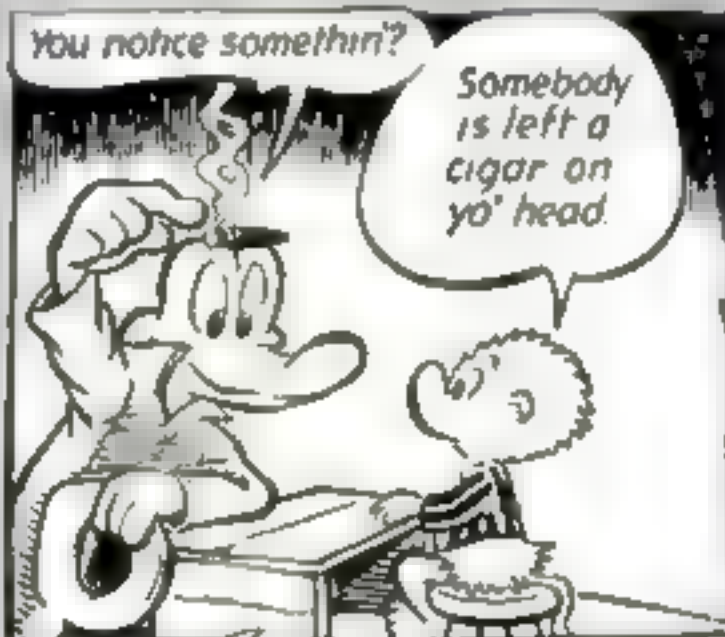
I SLAMMED INTO THE USUAL PLACE.



THE GUY BEHIND THE STICK SLIPPED
ME A COUPLE OF QUICK ONES.

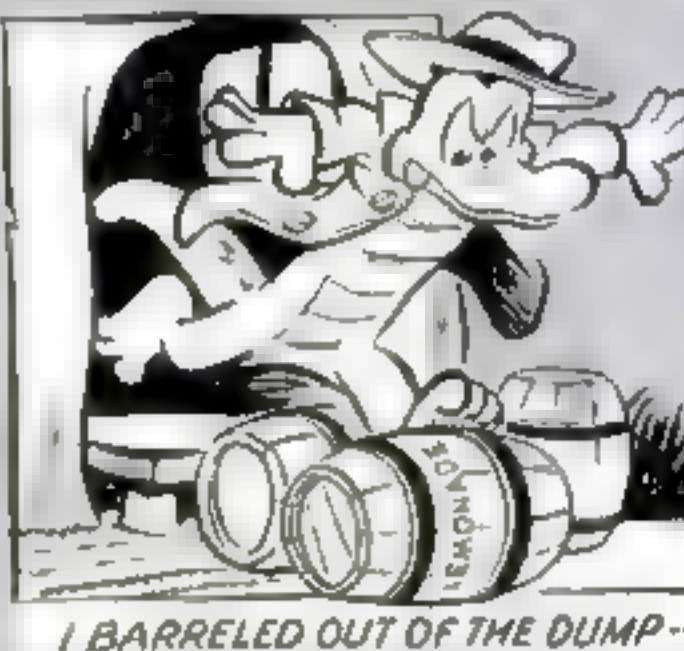


AND THEN IT CAME TO ME---
I BEGAN TO SMELL SOMETHING.



You notice somethin'?

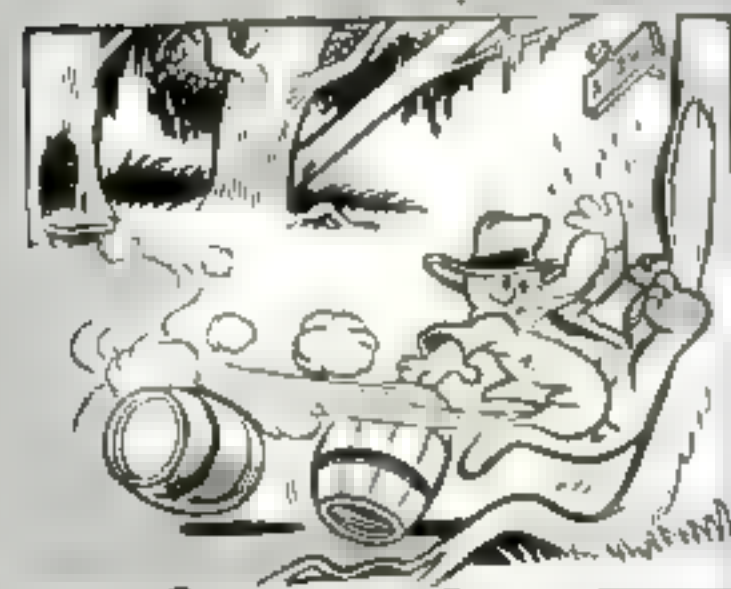
Somebody
is left a
cigar on
yo' head.



I BARRELED OUT OF THE DUMP---



FAST!



AND WENT HOME LIKE A SHOT.



SOMETHING STRUCK ME---
THE DOOR WAS SHUT TIGHT.



I LOOKED IN THE WINDOW.
THE PLACE WAS A SHAMBLES.



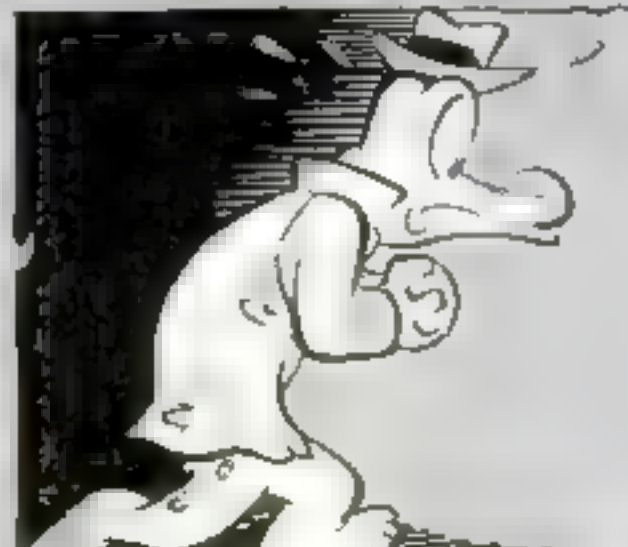
THEN---ON THE FLOOR---LYING
DEAD STILL---I SAW HER!



I DREW UP MY SHOULDERS HARD.
THAT DOOR WOULD SPLINTER---



I FLUNG MYSELF FORWARD---
THERE WAS A JARRING,
STOMACH JARRING JAR!



THERE SHE WAS---STARK!



SHE LOOKED COLD---SOMEHOW
I GOT HOLD OF A BOTTLE.

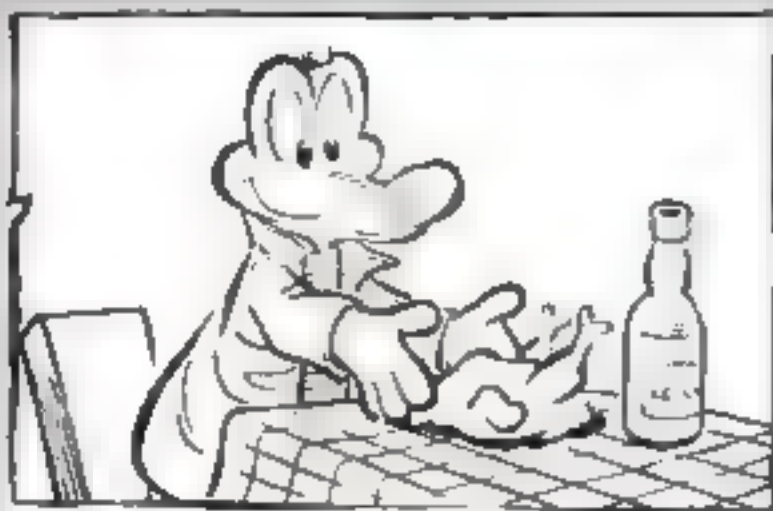
When that old urge-to-kill popularized by Mystery Novelist Mickey Spillane (LIFE, June 23, 1952) began to surge through the brain of Cartoonist Walt Kelly, the result was the harrowing picture-story displayed here. The adventures of "Meat Hamburg, private eye, ear, nose, throat and leg" form part of a new book, *Uncle Pogo's So-So Stories* (Simon & Schuster, paper \$1, cloth \$2.50). Several of the stories employ Kelly's swampland

characters in gentle satires on children's classics, but in "The Bloody Drip" he has assigned Albert the Alligator to a serious purpose. Kelly feels the way to combat sadistic and salacious literature is by laughing it to death. "Censors," Kelly says, "should respect the basic American right to be a damn fool. Perish the thought that extremists in print or in politics should stop performing. They are wonderful sources of comic material."

6



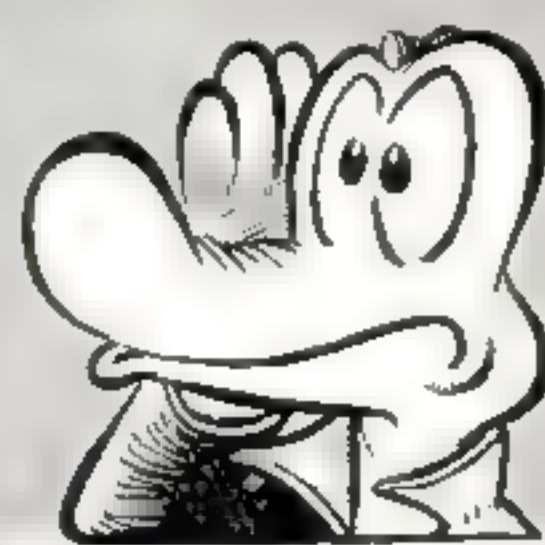
MY BREATH WAS LIKE A FLAME---
I TOUCHED HER---SHE WAS COLD



I HOISTED HER TO THE
TABLE---SHE WAS BEAUTI-
FUL---I EYED THE BOTTLE---



I LAID DOWN A BASE OF
KETCHUP AND GOT READY---



BUT THERE WAS A KNOCK---THIS
WAS NO TIME TO BE CAUGHT,

7



MY BEAUTIFUL SECRETARY,
TUNDRA, TRIPPED IN---



Nothing can stop Tundra Plunder
plucky girl chicken
A plucker

SHE WAS CALLED THE TELEPHONE GIRL
BUT SHE WASN'T CALLED OFTEN YOU
CAN ALWAYS TELL HER OLD MAN? TUNDRA
WAS A-TWITTER IF I EVER SAW ONE,
IN HER LOW CUT GOWN.



I love the fragrance of
your hair Meat

That's
a ol' seegar
bull, sis

MY BRAIN REELED---TUNDRA---
TUNDRA---TUNDRA---TUNDRA---



So it is---what
else is new?

Nothing
Nothing
at all

TUNDRA---TUNDRA---IT WAS LIKE
WHEELS GOING AROUND---
THE WHEELS OF A GARBAGE
WAGON OUT OF CONTROL.

8



You're hiding something,
Meat---anybody been up?

Nobody been up

SHE STEPPED TO A MIRROR AND ADJUSTED
THOSE GOLDEN LOCKS---I LOOKED AT HER AND
DROOLED---IF SHE ONLY KNEW WHAT I
WAS THINKING---AS I LIT ANOTHER LUNKY.



View halloo!

SUDDENLY SHE WHIPPED
EVERYTHING OFF---SHE
KNEW SOMETHING---SHE
READ MY THOUGHTS.



TUNDRA GLIDED PAST ME---BUT
I LIT ANOTHER LUNKY---SHE'D
NEVER GET THE SECRET OUT
OF ME, USING ALL HER WILES.



A MAGIC SPELL DESCENDED
LIKE THE EARLY MIST ON
BURNING FIRES OF REFUSE.

9



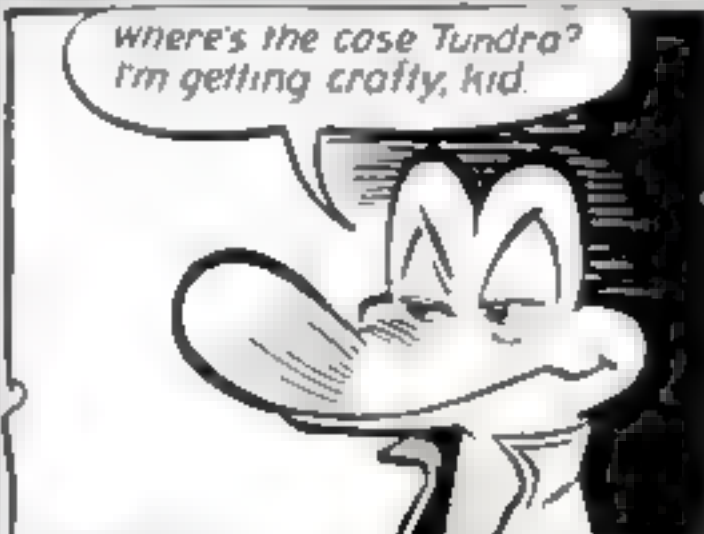
Don't leave me! The
place must is on fire!

THEN THE PLACE AIRED OUT---
SHE HAD WOVE ME TO THE
CHAIR! I COULDN'T BE MOVED.



I ain't leavin', son! Tell
me where it's hid.

A STRANGER FACED ME---
WHERE WAS TUNDRA, PLUCKY
GIRL CHICKEN PLUCKER?



where's the case Tundra?
I'm getting crafty, kid.

I WAS GETTING CRAFTY.



Ha ha! Crafty kid will arrive too
late to help---where's the remains---
I'll give you ten to tell.

Ten
what?

IT WAS A GAME OF CAT AND
MOUSE---WIT PIT AGAINST WIT---
BRAIN PIT AGAINST BRAIN PIT.

10



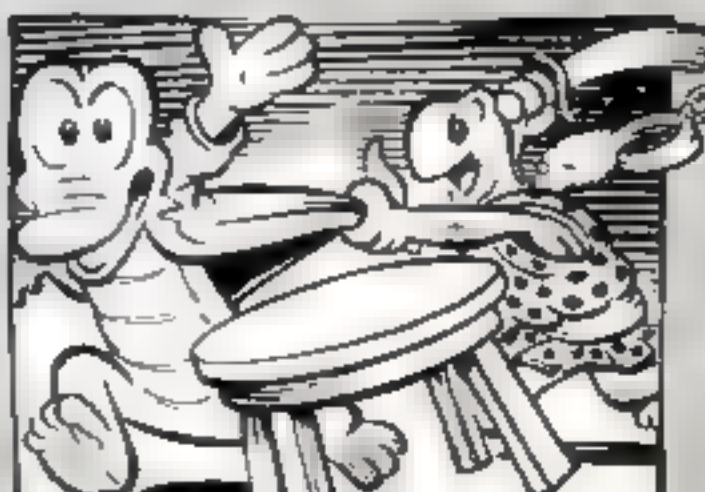
No! No!

HER HANDSOME BODY CON-
VULSED, SHE DASHED FORWARD,
A HARQUEBUS SWINGING IN
HER LOVELY HAND.

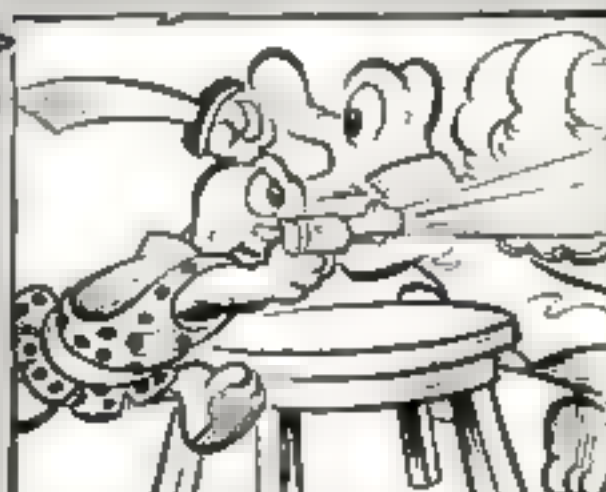


I'll search you!

A QUICK SLASH AND I
WAS DEAD---NO---I WAS
UNTIED---THAT WAS IT---
MY QUICK BRAIN ROCKED.



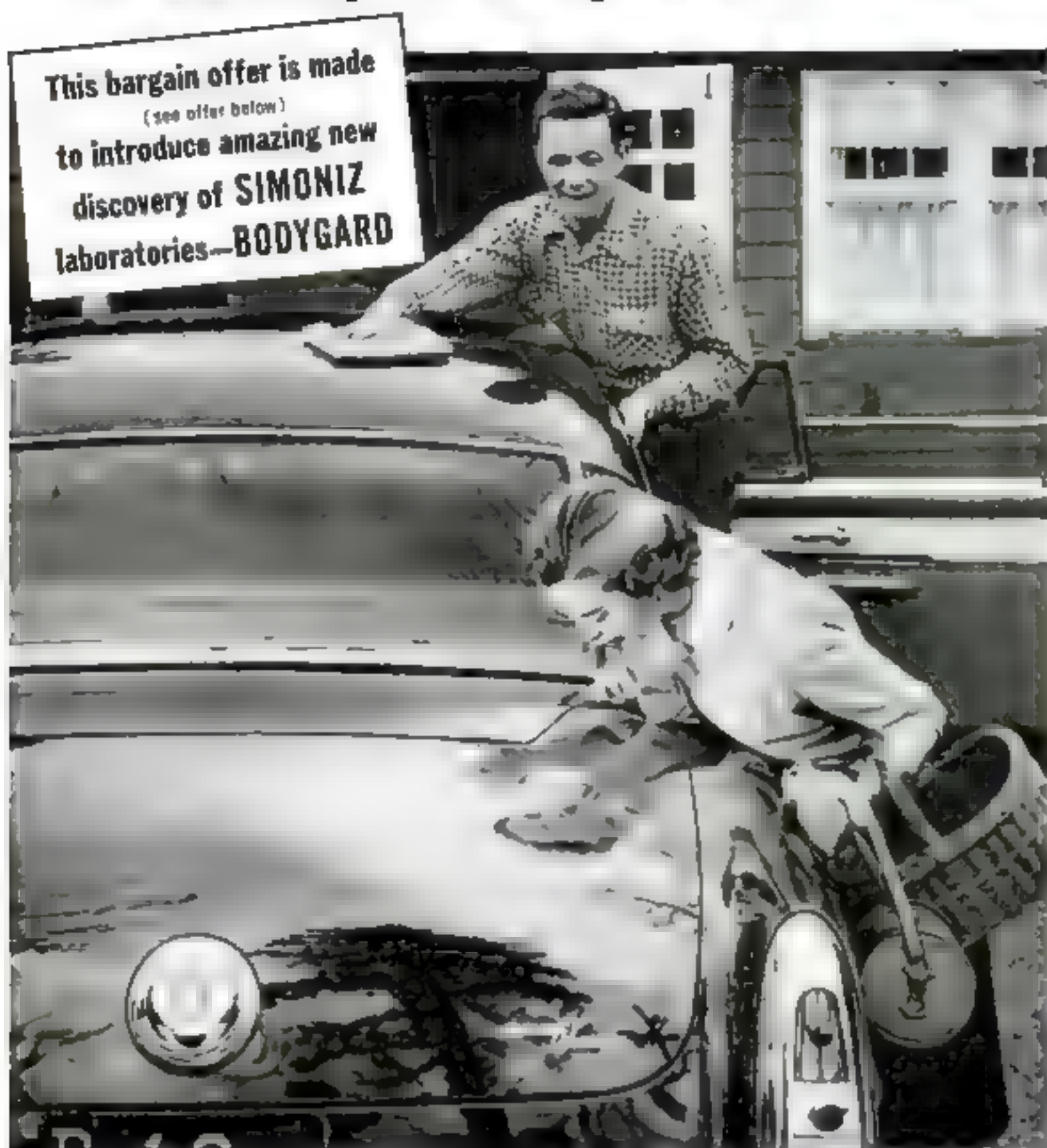
THEN THE DISCUSSION BEGAN
IN EARNEST---SHE TRIED EVERY
TRICK IN THE BOOK.



WOMAN'S WEAPONS---WOMAN'S
WEAPONS---IT IS TO LAUGH---HA!
HA! THE WILES OF WOMAN!

WE PAY YOU 50¢

on a big 98¢ can of **BODYGARD SIMONIZ**, new liquid car wax!



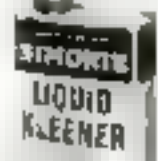
BODYGARD gives a "SHOWROOM SHINE" in minutes without rubbing!

- 1.** You spread it on—wipe it off—and a miracle takes place before your eyes. Your car glistens with brilliant, enduring "Showroom Shine."
- 2.** BODYGARD gives an amazingly high lustre—yet there's no rubbing.

Protects better—Grueling "road use tests" prove that SIMONIZ BODYGARD outlasts any liquid wax or polish you can buy. Find out for yourself. Take advantage of this bargain offer today. See below.

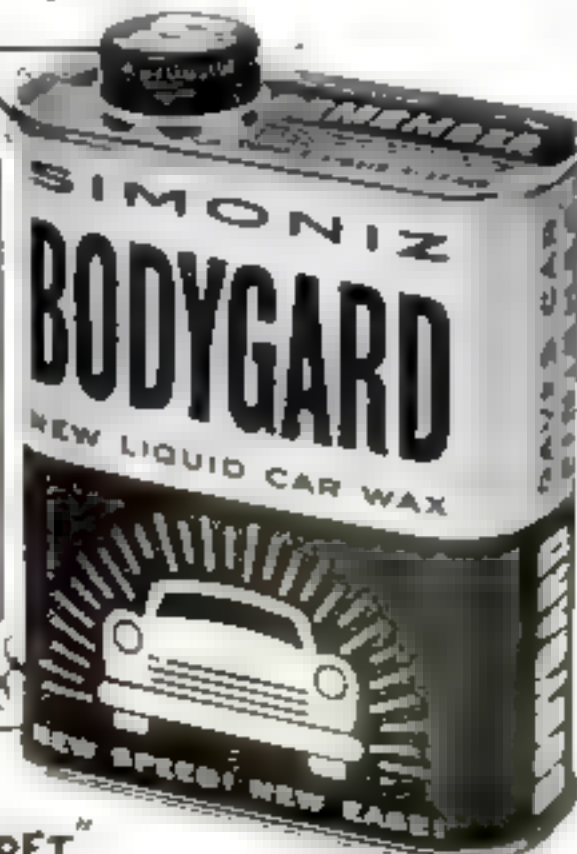
Here's how you get your 50¢

After using BODYGARD, send cap liner with a letter stating what you liked about it. We'll cheerfully send you 50¢. Send cap liner and letter to SIMONIZ COMPANY, Dept. B 50, Chicago, Illinois. Offer expires July 31, 1953. Only one payment to a family.

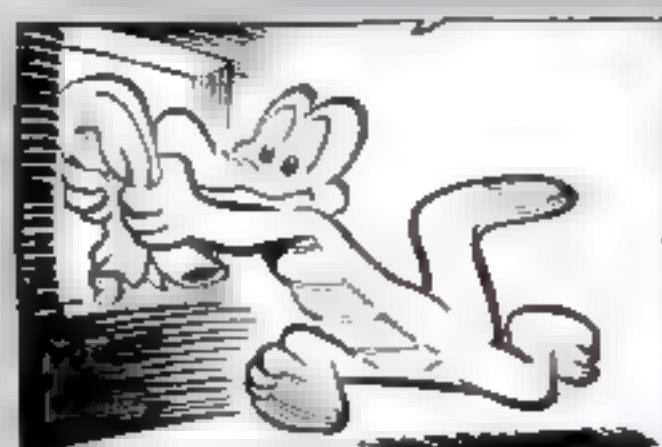


IMPORTANT: For best results clean with easy to use SIMONIZ LIQUID KLEENER. It is necessary that your car be clean first.

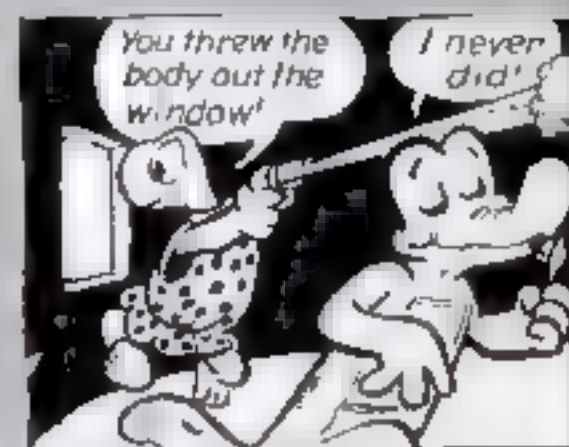
Offer good in continental U.S. only.



Shines longer because it contains the "SIMONIZ SECRET"



LIKE A TORNADO TORN FROM THE TYPHOON, I WHIRLED AND THREW MY COAT OUT OF THE WINDOW—IT CONCEALED THE LOVELY CREATURE.



THAT TUNDRA DAME! NEVER CAUGHT WISE— I MOCKED HER AND LIT ANOTHER LUNKY



LATER I'D GO AND PICK UP THAT DISH—I HAD IT FIGURED.



YOU GOT TO THINK AHEAD IN MY RACKET, AND MY RACKET IS LOUD.



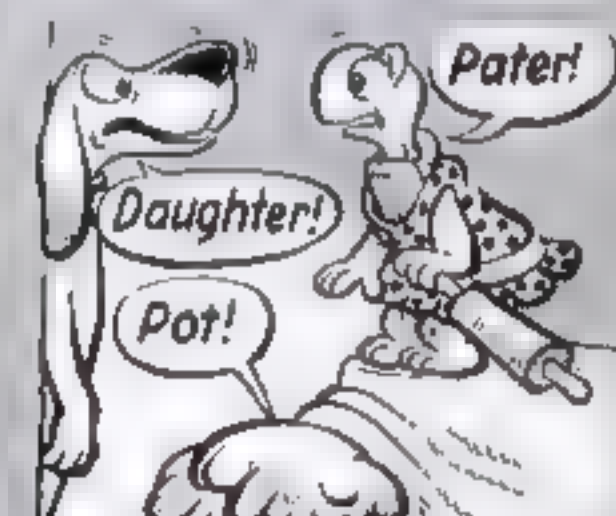
Help!



I HEARD ANOTHER VOICE—IT WAS POT—GODD OLD POT—CAPTAIN POT



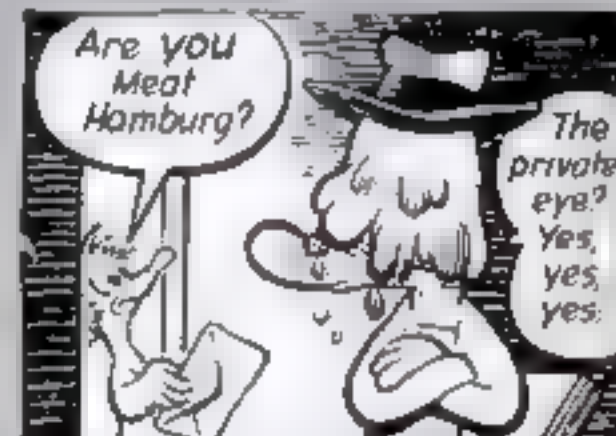
OLD POT WOULD GET ME OUT OF THIS JAM—MUCH AS I HATED TO I WOULD HAVE TO



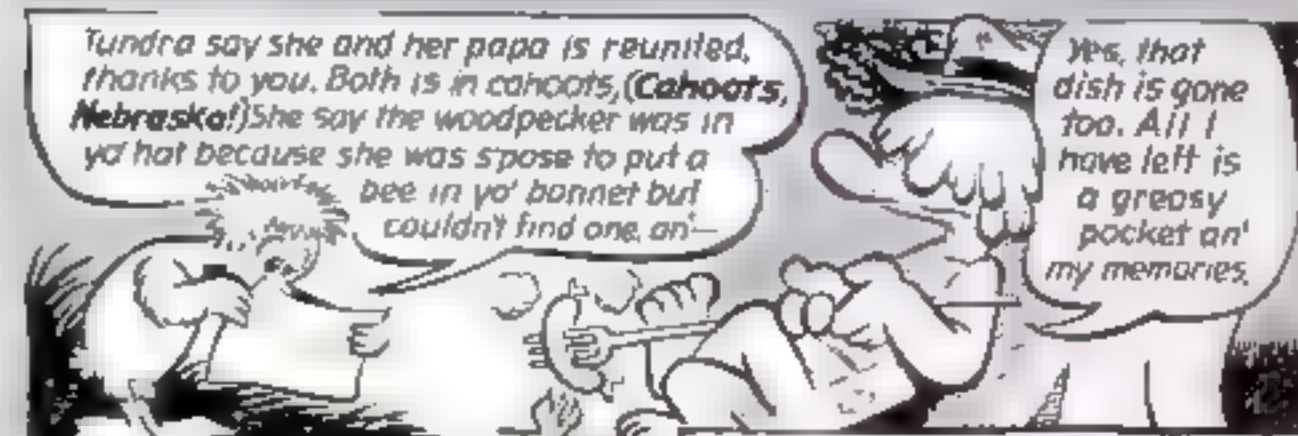
TURN TUNDRA IN—



JUSTICE IS HARD.



BUT I HAD IT FIGURED—ESPECIALLY WHEN I GOT SOMEBODY TO READ TUNDRA'S NOTE. IT CAME NEXT DAY.



OLD POT, THE COP, OWED ME ANOTHER SOLUTION—HE SENT IT SOON—A SOLUTION OF

SOAP AND WATER—HE COULD USE IT HIMSELF, THE DIRTY DOG. THEY'RE NOT GETTING ME ON THE STUFF.

Smart way to get an "extra bedroom" rent-free for only the cost of a sofa!



Once upon a time some people looked down their noses at the idea of a sofa-bed in the house. *Now*, the sofa-bed can be the proudest piece in the living room. One reason for this change in attitude is the Hide-A-Bed® sofa, made only by Simmons. The Hide-A-Bed sofa is first of all beautiful.

That's the only word for it, beautiful! But beauty is not enough; it is also far more comfortable. Read why below...

Lawson style Hide-A-Bed sofa (above) in sage green tweed. Also available in coral, brown, grey and gold. Apartment size approximately \$219.50. Full size slightly more.



Low-backed Tuxedo style, one of ten different Hide-A-Bed sofa styles you can choose in over 100 decorator-selected fabrics. In grey bouclé (above) and in silver, gold, cinnamon, brown, coral and moss green. Full size \$229.50. Apartment size \$219.50.



Apartment-size settee makes a smart sectional for corner arrangements, or for a long wall. In rose nylon (above), also in green, sage and brown. Approximately \$279.50 each. (This style is as little as \$199.00, depending on choice of fabric.)



Only the Hide-A-Bed sofa offers you the mattress luxury that made Simmons famous. Here's the only sofa-bed that brings you a long, wide, luxuriously thick Simmons inner-spring mattress. (Famous Beautyrest,* if you choose, at slight extra cost.) No rolling toward center, another Simmons

feature. And when you sit on the Hide-A-Bed sofa you never feel the frame. Just sofa-cushion comfort! In 30 seconds or less, you fold the bed away "made up", ready to use again. Hide-A-Bed sofa prices start at \$199.00 for the smart, full-size, armless style. See your Simmons dealer.

Only Simmons makes HIDE-A-BED

Another quality product from the House of Simmons... the greatest name in sleep.

*Trade-mark Reg. U. S. Patent Office, Cope, 1923 by Simmons Co., Mfg. Corp., Chicago, Ill.

Send today for new home decorating booklet, "14 Ways to Make an Extra Room."

Spare-saving ideas from leading decorators! New, beautifully illustrated booklet includes floor plans, and realistic color illustrations of rooms and fabrics. Also, your own room-planning kit with scaled cutouts and ruled paper. Get yours while they last. Send 25¢ and coupon below.



SIMMONS COMPANY, Dept. D-5
Merchandise Mart Plaza, Chicago 34, Ill.

Gentlemen: Enclosed please find 25¢ for one copy of your booklet, "14 Ways to Make an Extra Room." (Booklet includes room-planning kit.)

Name _____
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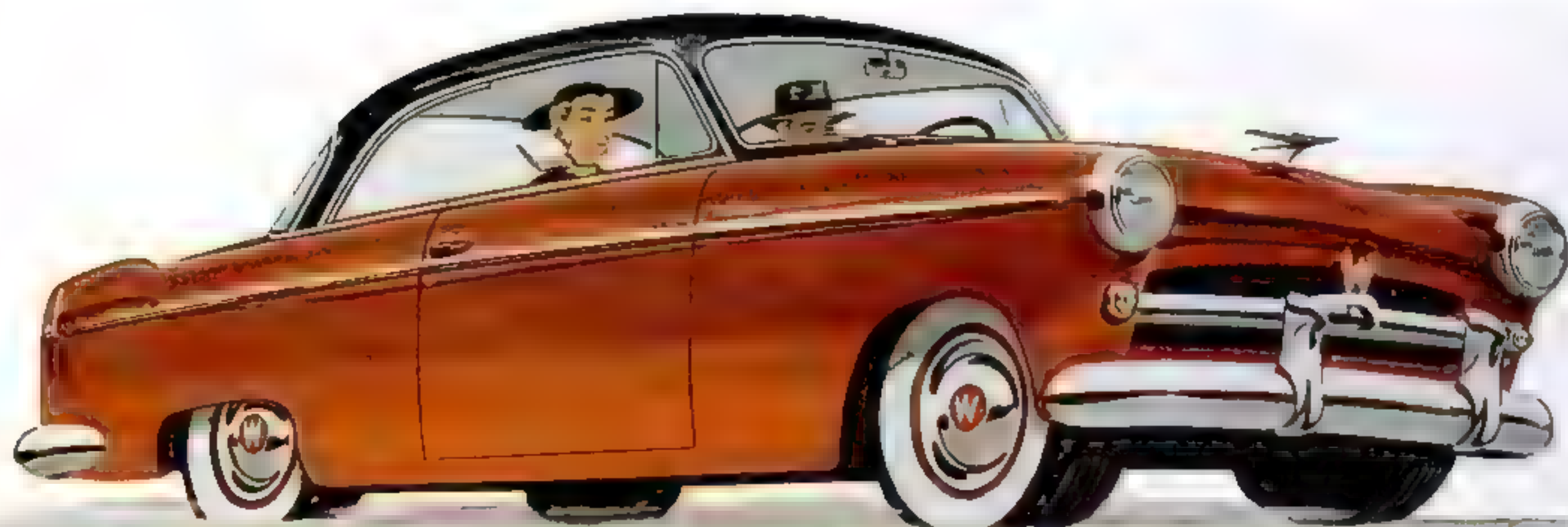
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KNOWN AND RESPECTED AROUND THE WORLD



The Superb New
AERO-EAGLE



Specifications and trim subject to change.
Optional equipment, white sidewall tires, extra.

For the man who wants something more than transportation

STYLE

Out-of-the-future beauty, with distinctive charm in every line.

COMFORT

For jaunt or journey you relax in the ease of arm-chair comfort.

LUXURIOUS INTERIORS

Advanced styling in the rich, handsome fabrics and hardware.

PERFORMANCE

Nimble in traffic, cruises at 65 . . . ample reserve power for safety.

SAFETY

Immense visibility; body and frame welded to form low, solid unit.

ECONOMY

Unbelievable gas mileage; extra low oil, repair, maintenance costs.

VISIBILITY

"Fishbowl" visibility—all four fenders in view of the driver.

10 FEET OF SEATING

Foam-rubber seats—each five feet wide—comfortable for six adults.

QUIETNESS

Wind roar—body noises virtually eliminated in the new *Aero Willys*.

Your eyes will say, "*This is it!*" Your pride will urge you on to drive it in any company, secure in its pace-setting styling among all "hardtops." Your judgment will settle for nothing less than the *Aero-Eagle*, with its inherent stamina to back up its Continental sleekness and beauty.



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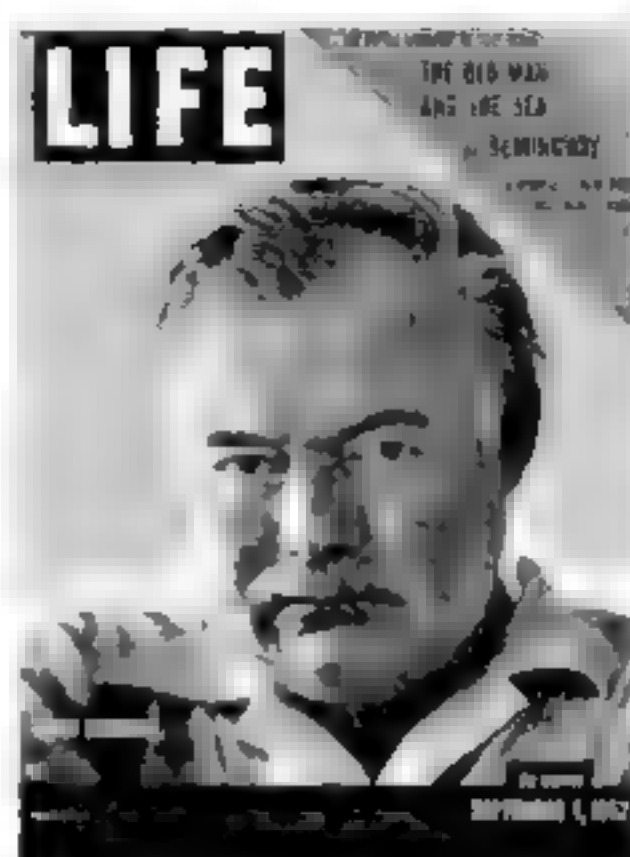
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A SOUVENIR FROM A PULITZER PRIZE NOVELIST

LIFE doesn't publish all the fan mail that comes in—we prefer to use much of our Letters to the Editors' column for information which supplements what we have said in our articles and, when necessary, for the correction of factual errors. But we would have been unnaturally modest not to have published a letter we received last July and something has just happened which makes us immodest enough to reprint it:

"I'm very excited about the book and that it is coming out in LIFE so that many people will read it who could not afford to buy it. That makes me much happier than to have a Nobel prize. To have you guys being so careful and good about it and so thoughtful is better than any kind of prize."

The "you guys" referred to are the editors of LIFE. The letter was from Ernest Hemingway. We received it as we



were about to make some publishing history by printing his latest novel, *The Old Man and the Sea*, in full and in a single issue, before it came out in book form. Thus *The Old Man* had a sale of 5,449,833 copies—and, since copies of LIFE are passed around, we know from our surveys that more than 23 million Americans read Ernest Hemingway's novel during the last weeks of summer, 1952.

This made us very happy because we thought it was a great book—Hemingway at his very best. Now we are made happy again as we learn that *The Old Man and the Sea* has been awarded the Pulitzer prize. We congratulate Mr. Hemingway and the Pulitzer Committee which, we are rather surprised to discover, is thus honoring Hemingway for the first time. We earnestly hope the author will go on to the prize he mentioned in his letter to us last July.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL; U.P., UNITED PRESS; THE ASSOCIATED

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LIKE SO MANY NURSES YOU TOO MAY AGREE —

For Upset Stomach,

due to nervous and acid indigestion

Bromo-Seltzer works Best!



Clinical Test Shows Bromo-Seltzer Works Fast to Relieve Acid Indigestion

In recent clinical research, nurses confirmed that Bromo-Seltzer gave fast, thorough relief from upset stomach . . . actually up to twice as fast as other leading remedies tested.



One of the Finest Ingredients Known to Doctors for Relief of Stomach Acidity

Bromo-Seltzer contains sodium citrate—one of the most dependable ingredients known for the relief of stomach acidity. This ingredient is found in most hospital dispensaries.



Plus an Ingredient to Soothe 'Nerves' So Often Associated With Upset Stomach

Of all leading stomach remedies, only Bromo-Seltzer relieves nervous tension so often associated with upset stomach. Keep sparkling, refreshing Bromo-Seltzer handy.

Better for Headache, Too! Because only Bromo-Seltzer gently soothes nerves while it promptly relieves pain, it works best for 9 out of 10 headaches. For best results use cool water. Follow the label; avoid excessive use.

Money-Back Guarantee! If you don't get prompt relief, return unused portion to Emerson Drug Co., Baltimore, Md. and get money back.



GUARDED BY KOREAN REDS, CAPTURED AMERICANS MUNCH BITS OF BREAD AND STARE OVER TRUCK TAIL GATE AS THEY MOVE NORTH ON JULY 18, 1950

SECRET PHOTOS FROM THE RED KOREA OF 1950— SOME GIs NOT ON EXCHANGE LIST

To LIFE last week came a group of photographs which, for the first time, break into the oldest and most bitter mystery of the Korean war. Checked, clearly authentic, but taken under circumstances so strange and perilous that their source cannot be revealed even yet, the pictures have been hidden for nearly three years. They show what befell the first American soldiers taken captive by the Reds in the first full, black month of the war. What has happened to them since in the Red retreats and prison camps is not known. Sick and ailing, American prisoners are coming home now (pp. 36-40), but among them is only one captured in the war's first days.

The pictures were taken near and in Seoul on July 18, 21 and 22 of 1950, two weeks after the first Americans went into battle. They carry no identification of individuals, but the Americans shown must have come from the 24th Infantry Division, first and until July 20 the only U.S. unit committed in Korea. Probably they are from the 19th or 34th Regiments. Rushed from Japan and thrown in raw to challenge the vanguard

of five North Korean divisions, they first fought and fell back July 5 at Osan, midway between Seoul and Taejon. They fought again—and fell back—from the Kum River line. Then, for five days from the 15th to the 20th, they defended Taejon until the odds of 10 to 1 ran over, around and into their foxholes in the rice fields.

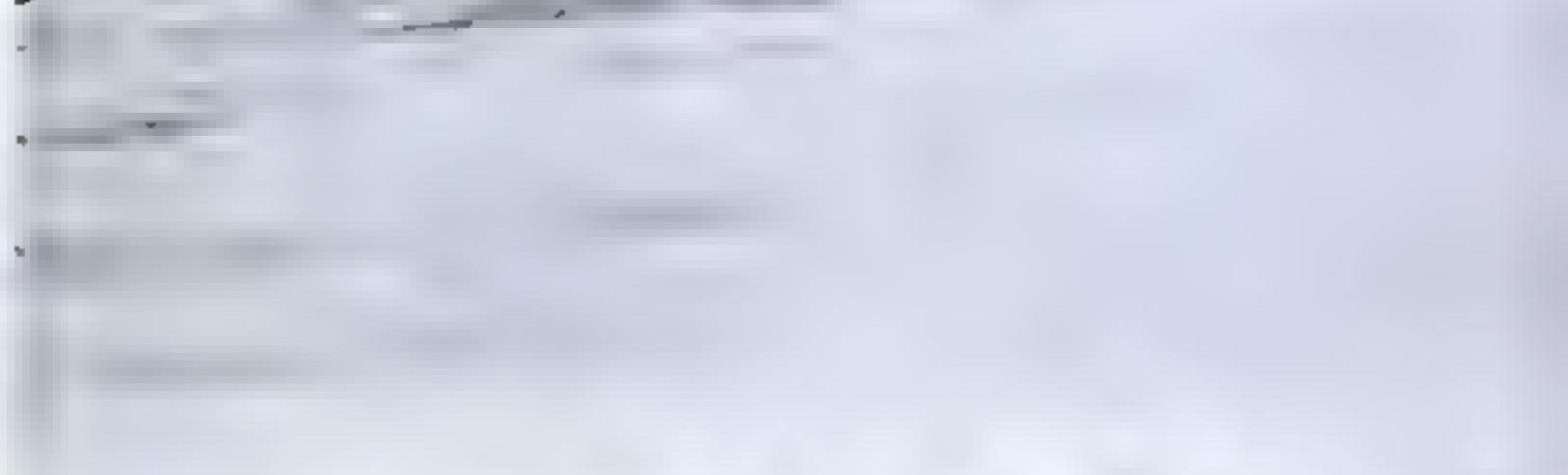
The pictures show that among those who vanished under the Red steamroller—the Army listed 873 missing as early as July 24—several hundred at least survived battle. They reached Seoul by truck and afoot, some so grievously wounded that only sheer will could keep them going. Seoul, in Red hands, was no haven, for there the captors added humiliation to what their prisoners already had suffered, and derisively forced them to act as Red puppets. The Americans were made to parade carrying banners praising the Communist cause and then herded into a school hall and made to listen while some, under the duress of guns, were forced to read speeches denouncing the cause for which they fought and suffered.



EXHAUSTED by their ordeal since U.S. entered war only 16 days earlier, two Americans reach Seoul as Red prisoners. The man above, though he wears no identification marks, would seem, by his gray hair and features, to be an officer or a senior non-com. The man below seems dazed by his head or face wound.



MARCHING NORTH into Red territory on July 21, a long line of disarmed Americans crosses temporary structure replacing demolished Han River bridge.





CLIMBING INTO SEOUL *(below)* they plod up from river with town on south bank behind them. Man in center foreground is failing ignored by guard

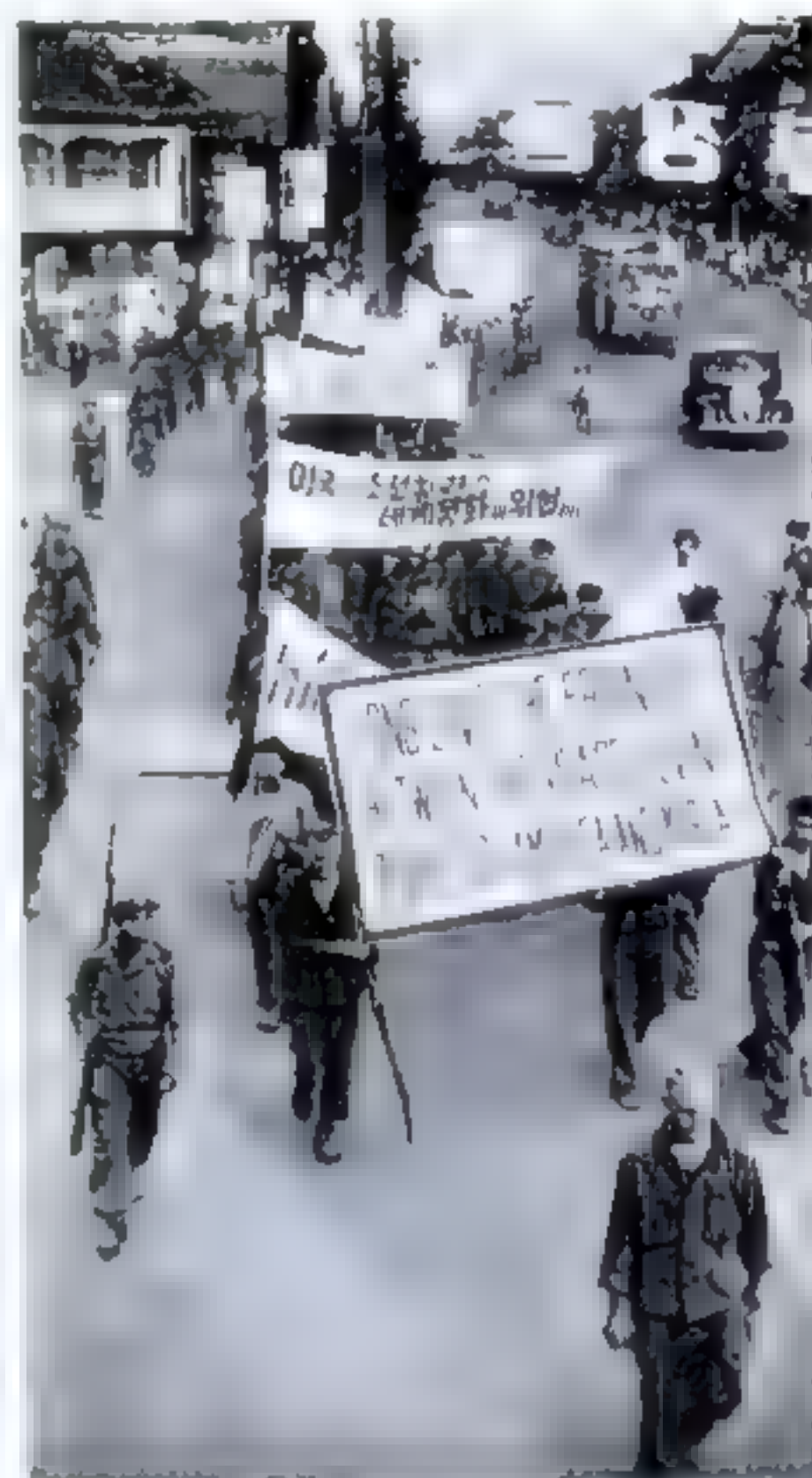


HERDED TOGETHER, they squat in back courtyard of Seoul city hall, apathetic to guards with ready guns. Jeep standing behind them is Russian made





AFTER BEING FORCED TO REMOVE SHOES, CAPTIVE AUDIENCE, KOREAN "WITNESSES" IN BACKGROUND, IS ASSEMBLED TO HEAR U.S. AGGRESSION DENOUNCED
CRAMMED TOGETHER, CAPTIVES SLEEP. ONE (LEFT, FOREGROUND) HAS FOOT BANDAGED IN RAGS



ON DISPLAY, least-guarded Americans march in Seoul, forced to carry Reds' jingoist banners.

GRIM FACES stretch a red vanguard of a forced late parade as helping hands support man with bad foot. Banner says Reds are "righteous," attack U.S. "intervention" →

조선인민이
노동의 영광
을 향유할
것이다

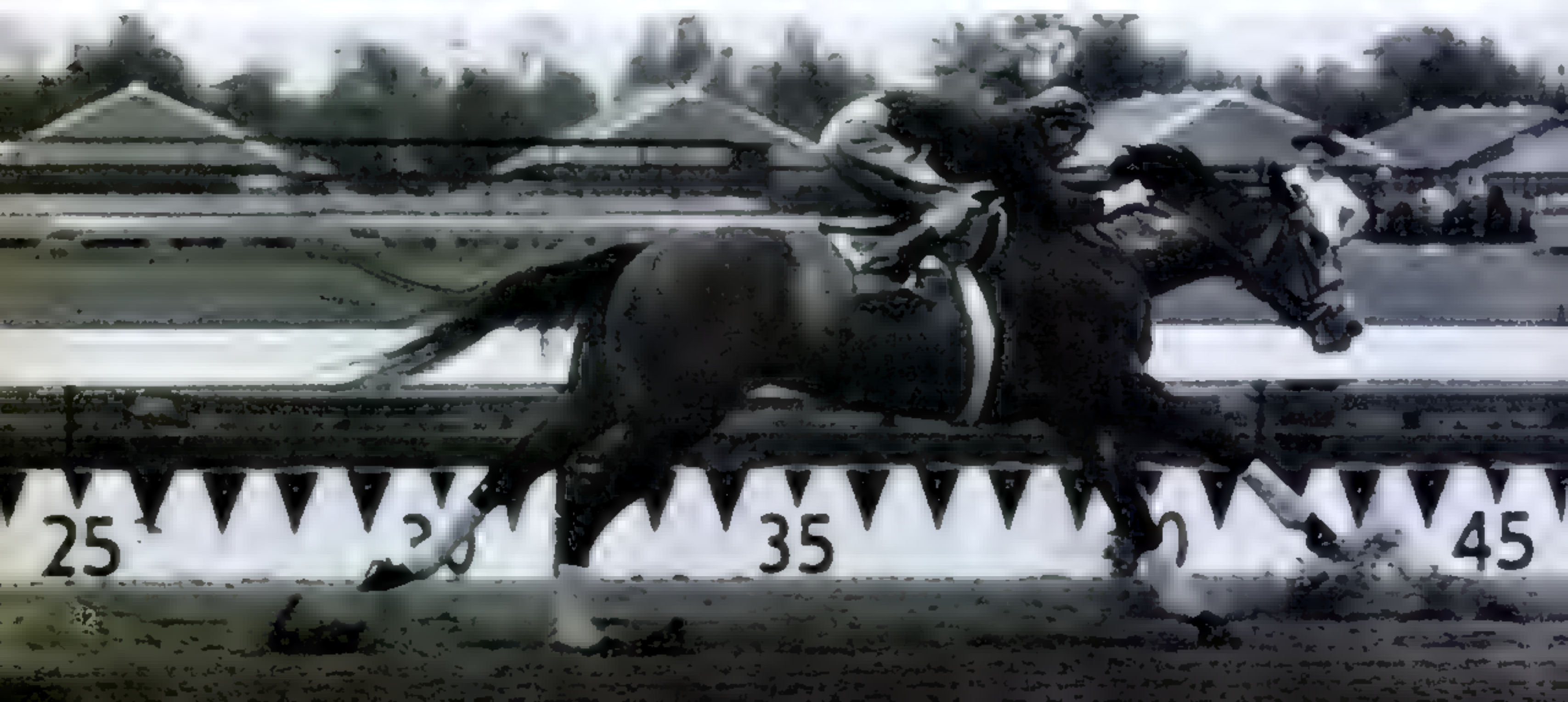




NATIVE DANCER'S MAMMOTH STRIDE, MEASURED AGAINST CALIBRATED BOARD AT CHURCHILL DOWNS, BEGINS AS LEFT FRONT HOOF HITS 10-FOOT MARKER



DANCER BOUNDS THROUGH AIR (ABOVE) AND LEFT FRONT HOOF HITS AGAIN AT 40 FEET (BELOW) ALLOWING FOR CAMERA ANGLE STRIDE IS A HUGE 29 FEET



DARK STAR turns saucy eye on a photographer at Churchill Downs. The brown colt is owned by former U.S. Ambassador to Cuba, Harry Guggenheim.



LONGEST STRIDE PROVES NOT GOOD ENOUGH



PHOTO FINISH OF THE DERBY SHOWS NATIVE DANCER, LEGS DISTORTED AND IN FULL STRIDE, BEARING DOWN TOO LATE ON FRONT-RUNNING DARK STAR

In startling upset unbeaten Native Dancer loses by head to long-shot Dark Star in Kentucky Derby

The build-up on Native Dancer was terrific. Gray as a ghost and believed to be just as uncatchable, he had galloped away from the field in every one of his 11 starts. "When he breaks into his stride, he's like no other horse I've ever ridden," said his rider, Eric Guerin. "I suddenly have two horses under me instead of one." Actually measured with rule and camera (opposite page) his stride turned out to be seven feet longer than that of the average race horse and a full foot longer than the great Man o' War's. So Alfred Vanderbilt's big gray paraded to the post for last week's Kentucky Derby, the object of all eyes and an odds-on favorite.

At the Derby finish Native Dancer was far out in front of most of the field—all except a rank 25-to-1 outsider named Dark Star. After a slow start Native Dancer had woven his way up through the pack and in another of his huge strides might have won. To beat him Dark Star had to run the race of his life. He hung up the fourth fastest time in Kentucky Derby history and took the \$90,000 purse. It was a stunning upset but other horses had tasted defeat in the Derby and gone on to become champions. One of them was the great Discovery, who finished second in the 1934 Kentucky Derby. Discovery is Native Dancer's grandsire.



THE UNDERWATER OIL LAND in the Gulf of Mexico lies on the shallow continental shelf which extends as far as 140 to 175 miles from shore. When Texas and Florida joined the Union their offshore boundaries were established at 10½ miles. In other states the boundary is fixed at only three miles. The

present concentration of Gulf drilling is chiefly off the coast of Louisiana, many of whose wells are outside its 3-mile boundary in federal territory. Most of the tidelands oil has been taken from California, where the continental shelf is only 30 miles wide, but drilling has been going on longer than in other tidelands states.



CREWMAN THROWS SEISMOGRAPH CABLES OVER



DOME-SHAPE WATERSPOUT ERUPTS FROM BLAST

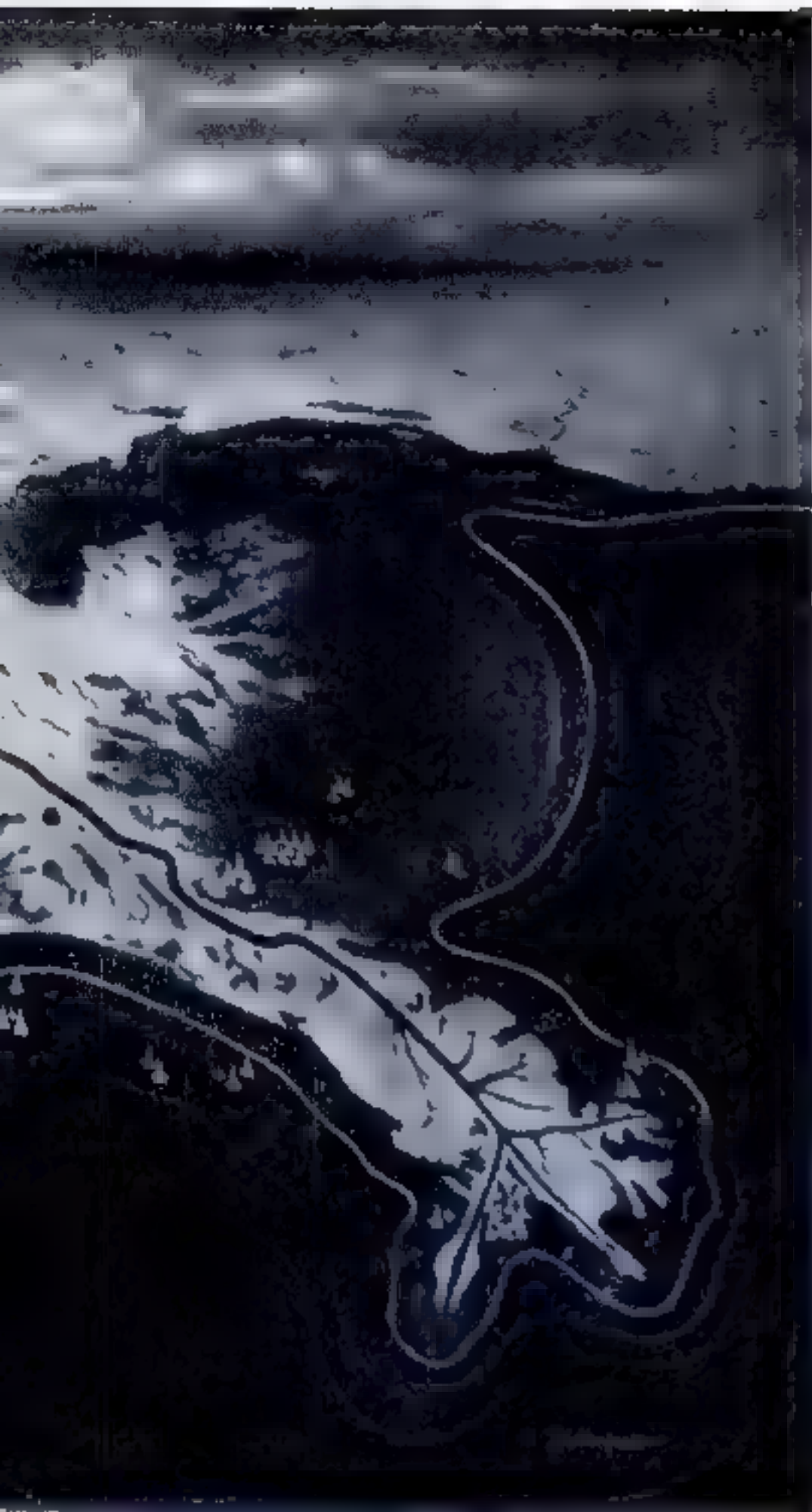


SEISMOGRAPH INDICATING OIL DEPOSITS IS READ

AS THE LONG DEBATE GOES ON, A SEISMIC FLEET PROBES THE CALIFORNIA SEA BOTTOM FOR OIL

When the words are all done, there remains the staggering problem of sucking oil from the sea's unfriendly depths. Though future rewards will be huge, the battle has so far been a losing one. In the Gulf about \$260 million has been spent on operations with less than \$10 million in return. The cost of deep-water drilling will stop any but the strongest hearted—and heavy-pursed. A drilling platform costs over \$1 million,

seismograph crews more than \$1,000 a day, the total cost of drilling one well, \$750,000—ten times that of a land well. Seismic fleet (*above*) has been working off California's coast since 1952. Its operation consists of laying two 1,000-foot seismometer-equipped cables and dropping a powder blast between. As the blast penetrates up to three miles into the ocean floor, shock waves are recorded which indicate whether oil lies below.



WAR OF WORDS ON TIDELANDS

Senate talks itself out and long-argued problem moves to decision

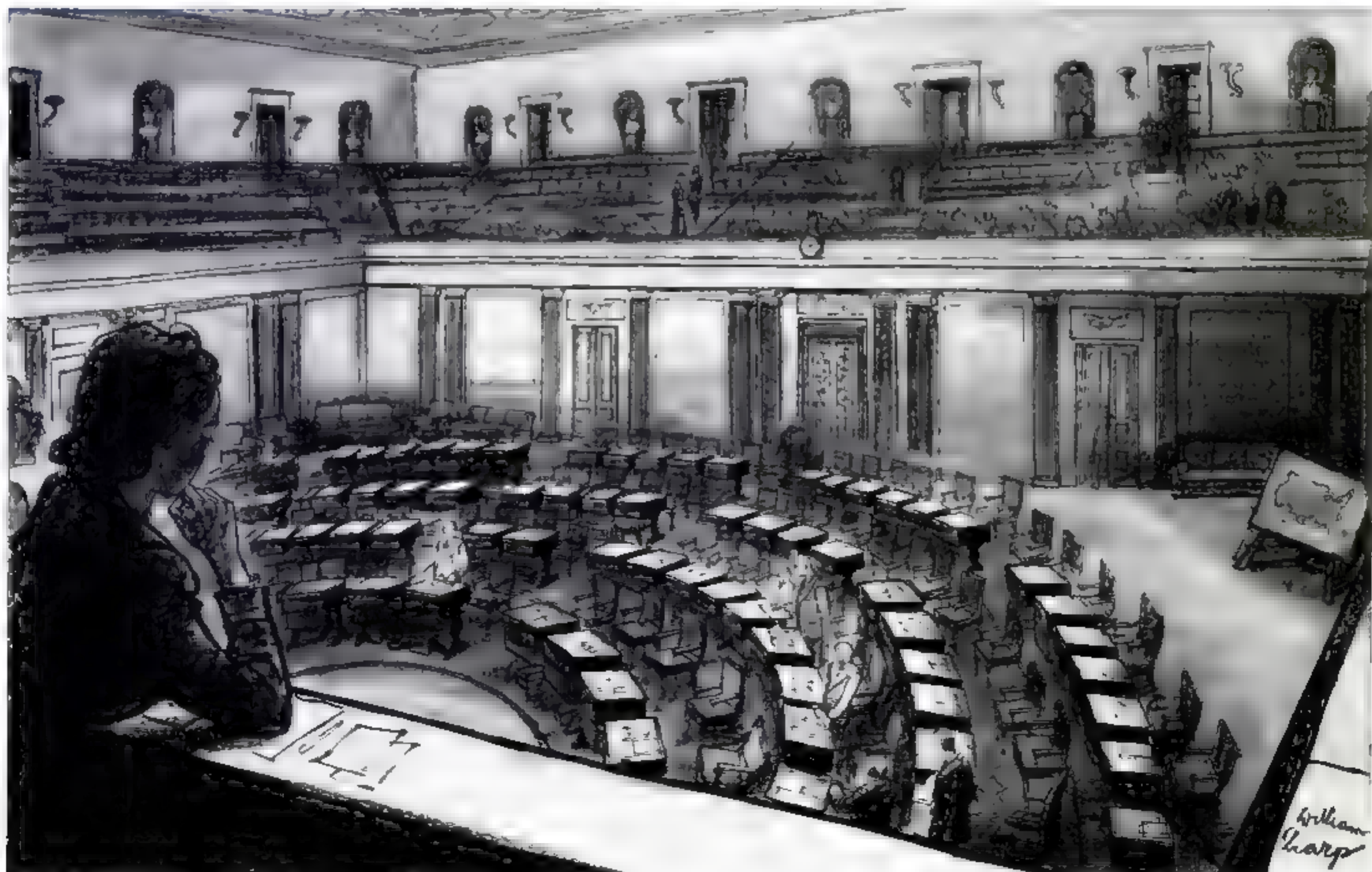
The hottest family quarrel the American people have had over a piece of real estate since the Republic's early days neared an end last week. After almost interminable debate the U.S. Senate moved to an almost certain decision to turn over the "tidelands," with their estimated 15 billion barrels, \$50 billion worth of oil, to the states. The hassle has gone on for a generation. In 1933 Secretary of Interior Ickes affirmed the states' claims, but in 1937 discovery of a whopping oil field off California made the government and Ickes change their minds.

In 1947 the Supreme Court upheld the government's ownership claim. In 1952 Congress passed a bill giving the land to the states, but President Truman vetoed it. Eisenhower committed himself to the states' side early in his campaign. In March Senate Majority Leader Bob Taft promised the President that the Senate would take no more than four days to whip through the Holland Bill, which gave the states title to the tidelands up to the limits of their historic boundaries.

Then, on April 1, a flood of words hit the Senate. Damning the bill as a "giveaway" of federal lands, 26 senators—"a hardy band of liberals"—launched a talk attack to postpone and publicize vote on the bill. Fulbright spoke seven hours, Humphrey, seven hours, Hill, seven hours, Kefauver, 6½ hours and Douglas, five hours. Then Senator Morse, Oregon's hammy maverick, took the floor and spoke 22 hours and 26 minutes, an all-time Senate record. He spoke about dispositions of senators, Pentagon inefficiency, the "decline of American civilization," horses, Bologna, offshore oil. With 21 days of filibustering coming out of its ears, the Senate finally made an end of talk and moved to its vote.



SENATE MAJORITY LEADER Taft views nearly empty Senate during debate.



IN THE SENATE the tidelands debate nears an end as Douglas speaks against bill. Majority Leader Taft (front row, left) rises to his feet to ask a question.

Holland of Florida, sponsor of bill, is also on his feet to right turned toward Kefauver (standing, bottom right) and Hill (seated), fellow filibusterers of Douglas.



A HUSBAND'S HOMECOMING brought Mrs. Eddie Vidal (center, above) out to Kelly Field at San Antonio, Texas two hours before Corporal Vidal's scheduled arrival from Travis Air Force Base, Calif., the returned prisoners' first stopping point in the U.S. Flanked by her husband's father and her sister—there were 14



other relatives nearby—Mona Vidal, who is only 18, peered out eagerly from the reception area as the big plane was landing. When the cargo doors opened and she saw Eddie for the first time as he was being carried on a stretcher down the ramp, her poise broke (top center). Then (top right) Eddie, 22, both of whose legs



THE BOND OF BROTHERS brought Alfonso Garcia (right), of Los Angeles, out to Travis Air Force Base in a successful search for returning Pfc. Jose Manuel Garcia, 27, whose hand he finally clasped through the window of Air Force bus just before the bus pulled out for the base hospital with a load of ex-PWs.

INTO EAGER ARMS

The first American prisoners of war back from the Communist compounds of Korea brought with them last week a gift of gratitude which all the U.S. shared. There were at least 5,000 other PWs still in the hands of the Reds and one planeload of returned servicemen, their names withheld, was taken directly to the Army hospital at Valley Forge, Pa., for "de-indoctrination" from the Communist brain-washing to which



AN ONLY SON, Marine Cpl. Leone Peterson, returns to his family. As his mother (left) weeps softly, he embraces a sister. Two other sisters (right) and his father, almost obscured behind them, all sob with joy and relief. After this reunion Corporal Peterson, a former high school basketball player, was escorted



were blown off by a Chinese mortar last October suddenly was smothered in the arms of Mona who had rushed forward screaming, to bury her head on his shoulder. A moment later (below right) Mona had recovered control and Eddie Vidal reached up smiling and took a long proud look at his 15-month-old son.

A FEW COME HOME

they had been subjected. But in city and village, wherever the wounded repatriates found their way after being airlifted back to the states, there was a break for some real rejoicing. For every American a part of the burden had been lifted. To none was the homecoming more overwhelmingly poignant than to the families who crowded around, eager for the touch that would prove it was all real and their men indeed were home.



home to Black River Falls, Wis., by a local delegation which had come down the highway to meet him at a nearby town. Late that evening, after the crowds had left him alone with family, Peterson, limping from leg wounds, went out to take a look at the river he knew as a boy, murmuring: "Man, there's fish in there."



CONTINUED ON NEXT PAGE



IN CALIFORNIA HE WAITS ON EXAMINING TABLE FOR HIS ORDERS HOME. DOCTORS SAID HIS ARM WILL BE RE-BROKEN, RE-SET AND WILL BE "GOOD AS NEW"



IN HAWAII public-relations men greet Legay, who has already had a ringer scored on him by a lei thrower.



IN SAN FRANCISCO he phones his mother. Here he heard the first news of homecoming arrangements.



IN A BAR in San Francisco he gets his first beer. He had time for only one before rushing off to his plane.



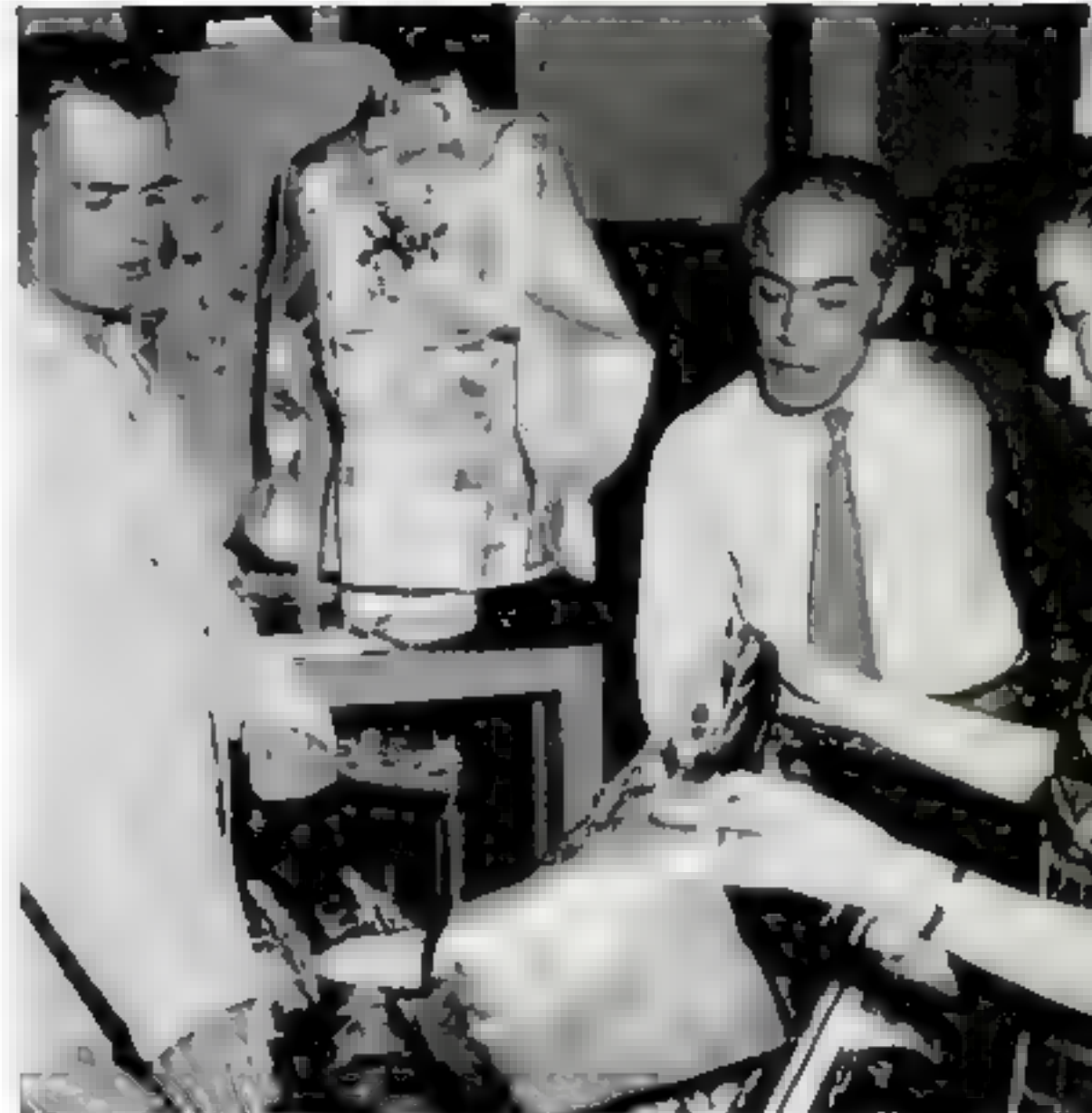
IN CHICAGO Legay and other PWs are posed at door by photographers. "I got a tan from flash bulbs," he said.



STILL A PRISONER, Legay (left) gets a watch from now friendly Chinese officer before being exchanged. This replaced one the Reds took from him.



FINALLY FREE, wearing a Communist cap, he beams at reporters in Panmunjom. He soon tired of it—"Everybody grabbed you, TV, radio, everybody."



SHOPPING FOR SOUVENIRS to take home to his family, Legay looks over goods in Tokyo Army hospital annex. He finally decided to buy nothing.

'TREAT THEM NATURALLY,' THE GENERAL SAID

As the former-prisoners returned from Korea, Brig. General Rawley Chambers, the Army's chief psychiatrist, expressed concern over what might happen to them at home. The wisest, kindest thing to do, he said, is to "treat them naturally," as though they had "just been around the corner to the drugstore."

Cpl. Donald Legay of Leominster, Mass. spent 29 gray months in a brown mud hut near the Yalu River. The bones of his left arm had been smashed by two slugs, but there were no doctors to take care of him. "I didn't even have a sling," he said. "I had to carry my bum arm with my good one. The bones moved around in my arm and it hurt like hell all winter." At length the bones knitted partially and crookedly although a deep infection remained.

The monotony was worse than the pain. "We had no feeling we'd ever get out of there. In summer we'd plan what we'd do in the winter, and in winter we'd plan for the summer. When I left, the guys were getting ready to knock the mud out of the windows to cool the huts. Next winter they'll wall them up again."

Picked as one of the first 35 Americans to be released, Legay last week arrived in Panmunjom, where the treatment that was supposed to be natural began. "Smile, boy," said the photographers, turning on a battery of lights. "Tell us about the brutality." From Panmunjom, Legay went to a hospital in Japan, where nurses brought him food and drink seven times a day. What he wanted most was a beer—he did not get one there, or in Hawaii

on the way home, although whatever desires he had for floral neckwear were more than satisfied. He finally got the beer in San Francisco—bought it himself, for 30¢. He also got some phone calls in San Francisco and heard about some plans that were being made for him. The substance of the calls was this: certainly he was going home, but, well, not exactly *straight* there. His civilian clothes might not fit him anymore—he had lost 20 pounds—and a Boston newspaper would like to buy him a suit, under certain conditions. And then, a television producer wanted to talk to him about a couple of things. Of course he would see his family right away, but before he really got home there might be just a few little preliminaries. As indicated in these pages, there were.



IN PROVIDENCE Legay obliges photographers by posing with stewardesses. "I never knew I was such an important guy," he said wryly. "A man asked me to go on *Break the Bank* and said the jackpot was \$8,000. I said no, thanks."



IN BOSTON his mother throws her arms around him after waiting for some time for photographers and officials to let him come down plane ramp. His sister Gloria is at left, his brother Joseph at top left, his father Walter Legay at right.



IN GIFT CAR Corporal Legay waves to the press. He had to leave the car at airport while he was hustled off to department store by the *Boston Traveler*.



AT BAY, a *Traveler* representative keeps other newsmen out of the store where Legay is being outfitted. Paper bought story right- from his parents.

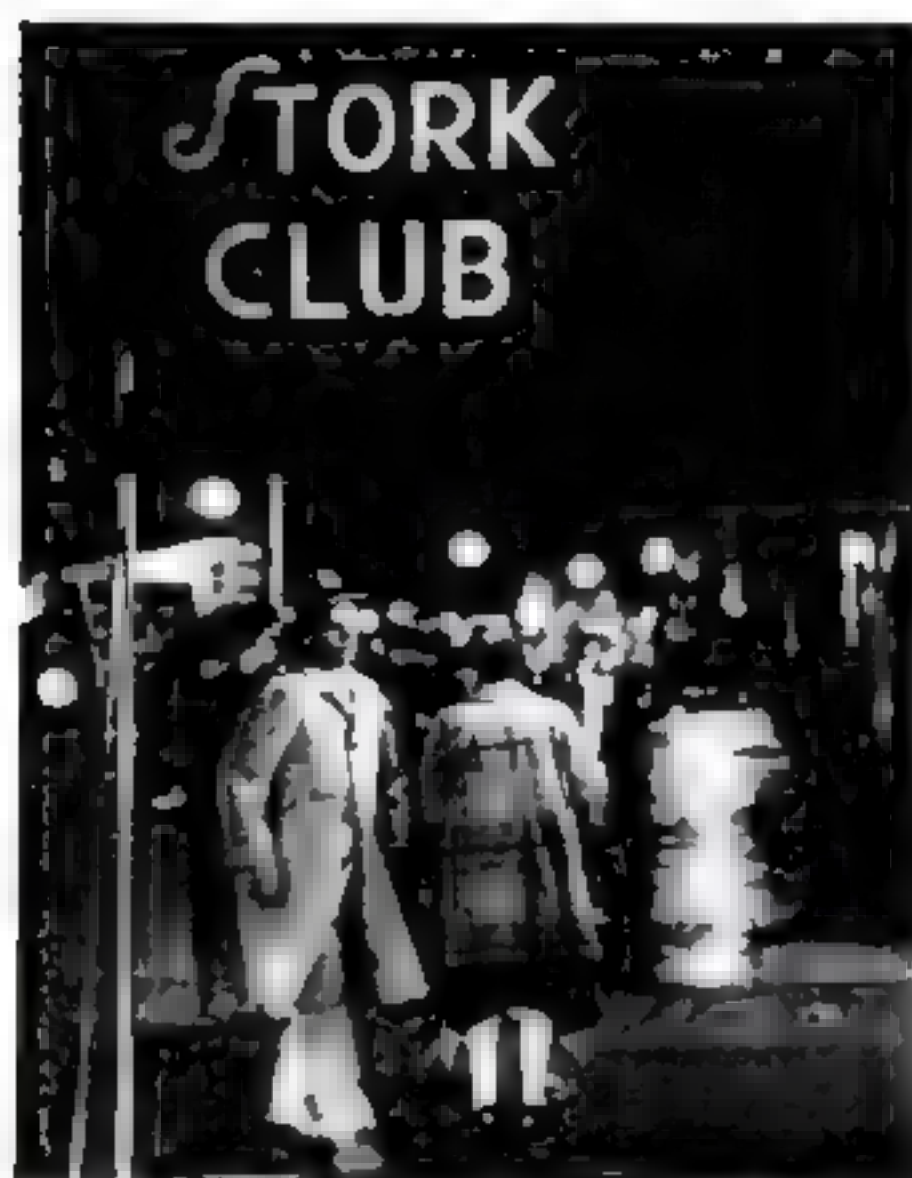


LEGAY'S SECRET is revealed to studio audience on TV program *I've Got a Secret*. The panel guessed it in 90 seconds and Legay got \$300 for appearing.

THE LONG WAY BACK FROM A DRUGSTORE

In Boston, Corporal Legay was met by a delegation from Leominster, which presented him with a new car. On hand were official greeters, a Scoutmaster, a police chief, two Army public-relations officers, a radio announcer, three TV cameramen, 12 still photographers and 33 reporters. His family was also present.

Immediately representatives of the *Boston Traveler*, which had arranged for almost exclusive rights to the homecoming, took him off to outfit him in civilian clothes. Then he was flown to New York to appear on a TV program, at a nightclub and in a \$100 suite in the Waldorf. Next day he finally got home. For a man who might "just have been around the corner at the drugstore" it was quite a return trip.



IN NEW YORK Corporal Legay enters nightclub where various celebrities eagerly posed with him. Champagne was on the house but he drank beer.



HOME AT LAST, Legay (in doorway) laughs with friends and neighbors. His brother James is holding a mop because at that moment the roof was leaking.

"All I want to do is get in my car and burn up a lot of road," Legay says. "And maybe I'd like to find me a nice quiet little country girl somewhere."

Ready
in 4 MINUTES...and
SMACKIN' GOOD!



CAMPBELL'S VEGETABLE BEEF SOUP



Soup for Lunch

Appetizing...thrifty...nourishing

Delicious, chock-full of energy, just brimming with all the goodness of meats and vegetables... soup is the perfect dish for noon-time meals! 21 Campbell's Kinds give you loads of variety. And nothing could be easier to prepare... 4 short minutes, and "soup's on". So kind to your budget, too! For grand good eating, *have soup for lunch!*

Campbell's SOUPS



"My Soup Shelf is a WONDERFUL help!"

"Our favorite soups are always on hand for quick meal-planning—especially Tomato and Cream of Mushroom, because I use them so much as cooking sauces, too."



There's something **special** about a Birds Eye Chicken Dinner!



You can see that something **special**

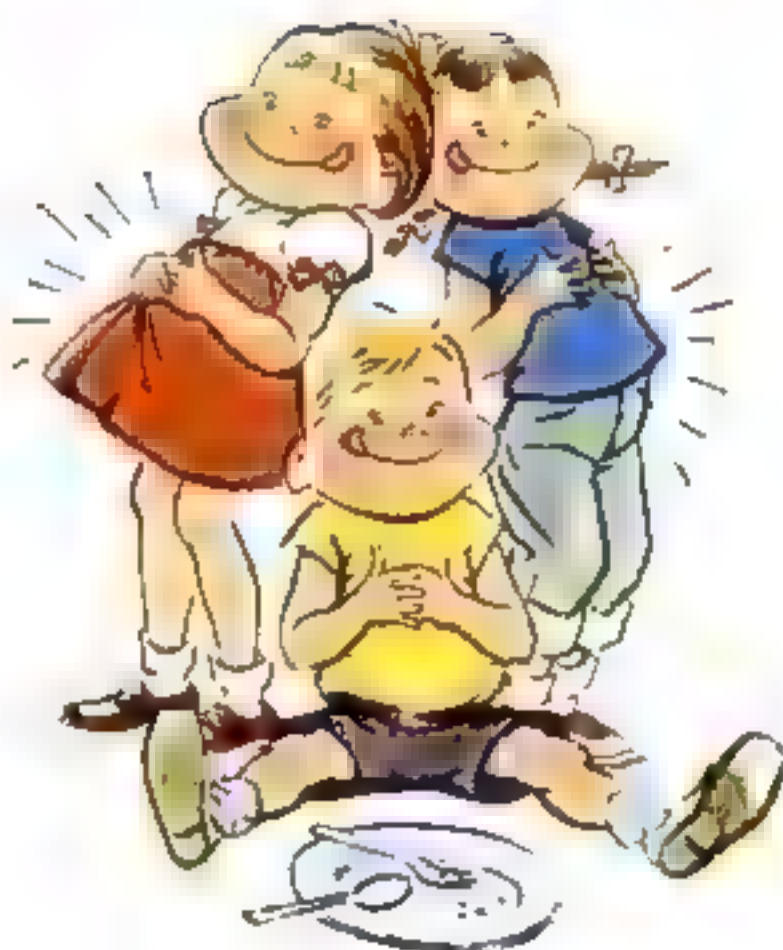
One look tells you that those meaty Birds Eye Frying Chickens and Poultry Parts get special care . . . The *peas*—you'll swear they ALL came out of the same sweet pod. As for the French-fried potatoes—they're sliced from the best potatoes grown!

You can taste that something **special**

Each bite of this luscious dinner is mouth-watering proof that Birds Eye folks never relax in their efforts to give you the *best*.

And it's always ALL ways **special**

Yet, Birds Eye Foods cost no more than other quality brands. Serve Birds Eye Chicken Dinner this week. Fixes in about 30 minutes, costs about 49 cents a serving.



Products of General Foods

Copyright 1963 General Foods Corp.

In frozen foods . . . Better Buy Birds Eye and get that something

special

A SHORT GUIDE TO THE TRUCE TALKS

'POUR LE SPORT'

It is surprising what legitimate investment opportunities can do for a sport. We stress the word "legitimate." In 24 states betting on a horse race is as respectable as marriage. The result of such legitimate investment opportunity, according to the *New York Times*, is that horse racing is now our leading spectator sport. In 1952, at the running and trotting tracks in the U.S. and Canada, more than 45 million admission tickets were bought by judges of horseflesh eager to render their verdicts.

After state governments installed the pari-mutuel system and took over the functions and rewards of the bookmaker, horseplaying became not only respectable but a gigantic industry. North American horseplayers, it is estimated, made \$2 billion worth of at-the-track bets last year.

Sentimentalists have tried to apologize for racing's vogue by emphasizing the beauty and grace of the thoroughbreds, the gallantry of the jockeys, the hygienic benefits to the urban horseplayer in getting out in the open—but Karl Marx's theory of dialectical materialism makes far more sense. Confirmed horseplayers refer to thoroughbreds as beetles, jockeys as bums (or worse) and wouldn't recognize fresh air if they smelled it. In 1910, when the legislature banned at-the-track betting, New York racing collapsed utterly. Three years later, when it was ruled that bookmaking was illegal but no crime, racing bloomed again like a tropical jungle. Playing the stock market is no joke and neither is going to a track and betting on a horse.

While racing has been on the rise, attendance at our other big spectator sports has been declining. A horseplayer would recommend an obvious remedy: provide legitimate investment opportunities at ball parks, arenas and stadiums. But boxing, big-time football and college basketball have already been involved in as much scandal as they can stand—and who could enjoy a ball game with gamblers rushing around him like crazy and blocking the view?

If there is a moral to all this, we guess it is that horseplayers die broke. Anyway, we hope you drew Dark Star (see pp. 32-33) in the office pool.

At first the imitation was interesting. Now the cooing of the dove in Moscow sounds less convincing. It is drowned out a bit by the noise of mortar fire in Indochina where the Communist armies continue their rapid advance in Laos. The voices over the truce table at Panmunjom may be a little more dulcet; the Communists have yet to sing a new tune.

One of *LIFE*'s editors, John Osborne, who has been covering the truce negotiations, cables from Panmunjom, "There will be no armistice unless one side or the other gives way on a critical issue—an issue so critical that for either side to give way would constitute a major surrender."

This is, of course, the moral issue on which the peace talks have been stalled for so many months: what happens to those prisoners of war who do not wish to return to the Communist line homeland. This argument has been so cloaked in the cold phraseology of formal discussion that it has been widely misunderstood.

Much of it revolves around some conflicting but revealing interpretations. Both sides have agreed that the prisoners should be committed to neutral custody and that there should be an interim period between the armistice and the final disposition of the prisoners. They disagree as to what shall be done with and to these prisoners in that period. As the head of our truce team sees it, the purpose is to verify the prisoners' "apprehensions" about going back to the Communists and then to act promptly by releasing the prisoners in free territory.

The one thing that the Communists could not admit was that there had been desertions from their armies under circumstances that make it plain to all at home that the deserters were rejecting Communism. Thus in the truce talks the Communists argue that the proper purpose of the interim period is to give the Communist governments full opportunity to make interrogations and "explanations," to eliminate their "apprehensions" and assure them of a "speedy return to their fatherlands." The Communists argue further that the disposition of those prisoners who hold out through this long period of interrogation and "explanations" shall be determined by a "political conference" at a higher level. This would mean that those men who resisted the ordeal of propaganda could still never be freed except with the consent of the very government which they had repudiated.

We can maneuver and perhaps make some concessions on which neutral state shall take custody and the length of time the prisoners shall be held. We may even be able to come to agreement as to where they shall be held—in South Korea, which we prefer, or in the territory of a neutral state as they

demand. The one thing we cannot compromise is the right of these men to have a free choice as to whether or not they return to Communist territory.

Since the Communists seem so intransigent, why did they return to Panmunjom? Did they really want a truce? To this Osborne answers, "I think they did want a truce and I think they counted on our wanting one a little more than they did. They want a truce but not at any price. Panmunjom is the first place where the Communists have had to show their actual hands and intentions since Stalin died and their latest peace offensive was launched. Every detail of every position taken on a major point by the Communists was identical with what they had done and might have been expected to do in Stalin's time. The main lesson to be learned at Panmunjom is that when their hands are forced and when they have to lay it on the line they are the same old Communists."

Faced with this discouraging prospect there may be those who say that a ceasefire is worth the price that the Communists would exact. To this idea a most vigorous dissent is filed by a man who now qualifies as *the* expert witness on Korea. He is General James A. Van Fleet, who spent more time in Korea as commander than any of our generals. By common agreement no soldier in Korea has ever done a better job under more difficult circumstances than he did. His retirement, in March, left him free to speak his mind on the strange war that has now lasted for almost three years—and still goes on. In the first of two articles, beginning on page 126 of this issue of *LIFE*, the general says that a truce in Korea will play right into the hands of the Communists and that if we have to fight the Reds, Korea is the right war in the right place.

"I know that this goes counter to much that has been written about Korea," says General Van Fleet. It would be hard to beat that for a military understatement, since the general's words seem certain to provoke a row in every capital from Washington to New Delhi. The general is the latest in a long line of expert witnesses who, on returning from Korea, have testified that we have neither to accept a stalemate nor to make concessions at the truce table.

Having returned to the truce talks we have no alternative but to press for a ceasefire. Whether or not an armistice would serve Communist ends, the talks serve our purposes very well. They provide an immediate and practical test of Communist intentions and sincerity in the present peace offensive. If the Communists mean business in starting the peace offensive, the place for them to do really serious business is in the truce shed at Panmunjom.



Look out, trout!

Any sensible trout would find the man trying on the outsize waders a fairly disturbing sight. Like this eager angler and his guests, you're probably looking forward to the start of the season yourself—maybe checking over tackle and comparing notes with your friends.

That's why we think you'd get a big kick out of swapping stories with the crew above. And we know you'd share their pleasure in the

whiskey they're drinking. It's called Imperial, and special mention should be given its maker, Hiram Walker. Because Hiram Walker makes Imperial so remarkably good-tasting that people like you have made it one of America's very largest selling whiskeys.

Whether you fish for trout, tarpon, bass, Chinook—you'll like Imperial. Serve it, too, when you're fishing for compliments.

Just tell the man you want **IMPERIAL**

BLENDED WHISKEY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

LIFE ON THE NEWSFRONTS OF THE WORLD

Eisenhower plans \$8.5 billion cut in spending, Reds spend quiet May Day, Princess Anne gets a boost

President Eisenhower announced at a press conference last week that his budget for the fiscal year 1954 would call for about \$8.5 billion less in new appropriations than Harry Truman had originally proposed. Congressional leaders estimated that at least \$5 billion would be cut from military requests and another \$1.8 billion from foreign aid.

The key to these large economies in the field of national security was Eisenhower's decision to reverse previous U.S. armament policy and no longer tie it "to any magic, critical year," such as 1954. Instead the U.S. would act "on the sounder theory that a very real danger not only exists this year but may continue to exist for years to come."

The new policy means spending slowly to achieve long-term protection. Even so, the President did not think that the 1954 budget could be balanced because of former spending commitments. But since the \$8.5 billion cut was only "a preliminary figure," Congress was hopeful that still more cuts could be found in the new budget so the long-awaited, long-advertised reduction in income taxes could be made.

When the village of Ehuns, France elected a 101-year-old mayor, none of the 117 citizens was surprised, for Edmond Muthis had been in office 71 years. Although in previous years Muthis had polled almost every vote in the village, some of his constituents now feel that he is getting a little too old for the job and this year they gave him only 41 votes. This decreasing popularity had no effect on Mayor Muthis, since, as usual, he was the only candidate.



NEW YORK WOMAN HECKLES RED RALLY

Communists have a peaceful rally

It was a mild May Day the world over for celebrating Communists, obviously inhibited by Russia's peace offensive. Russia curtailed the customary huge military parade, and principal speaker Nikolai Bulganin, though he talked about Russia's need for defense, omitted the usual beligerent invective against the West. Japan's May Day, last year a time of bloody

violence (LIFE, May 12, 1952), was almost free from incident. In New York City, focus of May Day in the U.S., the traditional parade was banned by police, and the 5,000 Reds who rallied in Union Square were more peaceable than their anti-Communist hecklers.



FAISAL II



HUSSEIN I

The Arab world installed two kings last week as two cousins celebrated their 18th birthday on the same day. Hussein I succeeds his mentally ill father to the throne of Jordan, and Faisal II succeeds a Prince Regent who has ruled Iraq for the past 14 years.

NATO 'ruos out of breath'

Back from the NATO meetings in Paris, Secretary of State John Foster Dulles reported in a nationwide broadcast that "Europe is not yet fully secure, but it is no longer a pushover." With 75 divisions theoretically in existence, NATO will now put more emphasis on improving quality than on increasing quantity because European members are "beginning to get out of breath." This admission that NATO could not meet its numerical goals was partly balanced by Dulles' prediction that with the help of new tactical weapons, presumably small atomic bombs, NATO would become more effective in the next year. But Dulles sternly warned European parliaments that unless they approved entry of West Germany into the European Defense Community no amount of effort could make up for this "big gap."

While truce negotiations were taking place in Korea, the war in Indochina grew hotter than ever. Stepping up their invasion of the isolated kingdom of Laos, the Communist Vietminh army quickly rolled over Vietnam garrisons and by the end of the week was within 12 threatening miles of the key Laos capital of Luang Prabang.

A new plan for investigations

President Eisenhower abolished Truman's Loyalty Review Board and announced last week a strict new plan for ridding the government of all security risks and disloyal persons without making any distinction between them. All new employees will be investigated, along

with thousands who had already been investigated under the old system. The plan affects all two and a half million federal employees, who may now be fired whenever their department heads find them guilty of "any behavior, activities or associations which tend to show that the individual is not reliable or trustworthy."

In an effort to cut down on traffic accidents a Swedish firm has come up with automobile radar. A car equipped with this device transmits a regular warning signal which can be picked up at a distance of 300 yards by any other radar-rigged car in the form of a flashing red light on the dashboard. Any driver who thinks his nerves are strong enough to put up with this mechanical front-seat driver blinking at him will be able to buy the set for \$60.

Some doubts about 'Buy America'

The "Buy America" act, which gives U.S. manufacturers preference over foreign manufacturers in government procurement unless the U.S. price is more than 25% higher, was sharply attacked last week from two unexpected directions. The U.S. Chamber of Commerce, once noted for its support of high tariffs and its fear of foreign competition, called for outright repeal of the "Buy America" act. Colonel Robert McCormick of the Chicago Tribune surprisingly pointed out in an editorial that the whole "Buy America" policy was "a needlessly high cost to the American taxpayer" and should be done away with.



PRINCE CHARLES BOOSTS PRINCESS ANNE

While the royal family was vacationing at Balmoral Castle, Scotland, 2½-year-old Princess Anne ran into difficulties when she tried to scale a four-foot castle wall that separated a flower bed and a window sill. But with her mother Queen Elizabeth pulling from in front and her brother Prince Charles pushing from behind, Anne finally made it.

Bend! Sit! Run! Jump! Do Cartwheels! Arrow Shorts never bind!



The most comfortable shorts you ever wore—and here's why!

THE pictures at the right tell the story. Functional design! Design that considers your every move—and allows for it! Design that brings you comfort in any position.

You're free always. You're at ease. You're c-o-m-f-o-r-t-a-b-l-e—as never before! And it's a comfort you can know as soon as tomorrow. Just stop in today for Arrow Shorts.

Illustrated at right (from \$1.45) are: elastic sides with Gripper Snap Fasteners; heat resistant all-elastic waistband, tie sides; and the French back construction. Arrow undershirts, \$1.00 up. Cluett, Peabody & Co., Inc.



"Sanforized" label



No center seam



Contour seat panel



Pleated crotch

ARROW SHORTS

NEWSFRONTS CONTINUED

General Mark Clark has made an open offer of \$100,000 to the first Communist pilot who delivers a Russian MiG or other jet plane to the Allies in Korea and \$50,000 for each subsequent plane. Aimed at fomenting distrust between Communists as well as gaining technical information about Russian planes, Clark's offer could easily become fine Communist propaganda if there are no takers.



RIOTING PRINCETON STUDENTS BLOW TRAIN WHISTLE

The spring riot season got off to a whopping start both on the college campus and in a big league baseball stadium. At Princeton close to 1,000 students spent three ebullient hours setting off firecrackers, invading a movie theater, knocking over mail boxes and garbage pails, and blowing train whistles (above). In St. Louis during a close game some 40 players of the New York Yankees and the St. Louis Browns got involved in a wholesale battle over a spiking incident (below). As punishment Princeton University dismissed one student and suspended nine, and the American League fined six players a total of \$850, the most expensive big league brawl sports experts could recall.



YANKEES AND BROWNS HAVE A MASS DISAGREEMENT

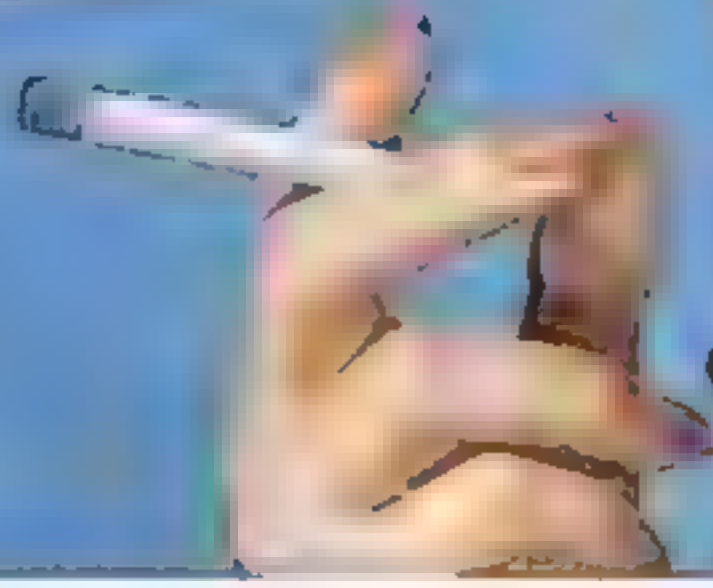
Mossadegh meets another crisis

As the tough, impartial chief of Iran's National Police, Brigadier General Mahmoud Afshartous was a valued supporter of Premier Mohammed Mossadegh. When he suddenly disappeared, police searched systematically through Tehran, followed up all leads and finally found Afshartous' tortured, strangled body in the mountains outside the city. Last week the government announced that the murder was part of a plot to overthrow Mossadegh and arrested a dozen members of the political opposition as plotters. Once again Mossadegh, whose government always seems to be on the verge of toppling without ever quite falling, had moved swiftly to wipe out a threat to his power.

U.N. Delegate Henry Cabot Lodge, who made a great point of not shaking hands with Russian Delegate Andrei Vishinsky (LIFE, March 9), changed his social policy last week. At a dinner party given by Vishinsky at the Waldorf-Astoria, Lodge gave his host both a handshake and a broad smile.

"Chesterfield is my
cigarette—has been for
years. I say . . . much
milder Chesterfield is
best for me."

Peggy Lee



Chesterfield is Best for YOU!

First cigarette to offer
PREMIUM QUALITY in both regular
and king-size



WHEN you are asked to try a cigarette you want to know, and you *ought* to know, what that cigarette has meant to people who smoke it all the time.

For a full year now, a medical specialist has given a group of Chesterfield smokers thorough examinations every two months. He reports:

*no adverse effects to their nose, throat
or sinuses from smoking Chesterfields.*

More and more men and women all over the country are finding out every day that Chesterfield is best for them.

Enjoy your Smoking!

Try Much Milder Chesterfield
with its extraordinarily good taste.



DELICIOUSLY
YOURS!

P.S. IT'S ALL RIGHT—EAT 'EM WITH YOUR FINGERS! NOTHING'S
TASTIER THAN PIPING-HOT FRENCH FRIES WITH A SPRINKLE
OF SALT—AND A GENEROUS HELPING OF SPICY, TART-SWEET
HUNT'S CATSUP. HUNT—FOR THE BEST!

Copyright 1953, Hunt Foods, Inc., Fullerton, Calif.



MRS. CLARE BOOTHE LUCE, NEW U.S. AMBASSADOR TO ITALY, WAVES TO THE APPLAUDING ITALIANS AS SHE WALKS BY HONOR GUARD AT LANDING IN NAPLES

AMBASSADOR LUCE TAKES OVER

A cordial reception and a gallant rearrangement of protocol greets the new American envoy in Italy

In Rome, America's first woman ambassador to a major European country, Mrs. Clare Boothe Luce, was picking up the threads of her new job. On the decks of the new Italian liner *Andrea Doria*, which had brought her to Naples, she had been deluged with bouquets, mobbed by the photographers, bravely made her first speech in slowly articulated Italian. "We Americans know," she said, "that peace is the dearest, deepest desire of every Italian heart. American mothers and fathers want peace, too, and for the same reasons." There had been some fears that Italians—who lean heavily to the theory that diplomacy is better left to men—might balk at a woman ambassador. But they vanished in the warm

applause of the Italian workmen watching as Mrs. Luce left the dock area and in the chorus of welcoming editorials in the Italian newspapers.

When Mrs. Luce reached Rome, gallantry pushed protocol aside. Instead of waiting for her to call, Baron Michele Scammacca, chief of protocol, hustled around to see her. It was announced that dinner party seating would be rearranged so that Mrs. Luce would not be flanked, as an ambassador normally is, by wives of other guests. After delivering a copy of her credentials to Prime Minister Alcide de Gasperi (the originals would go later to ailing President Luigi Einaudi), Mrs. Luce turned to her first calls, a deskful of such problems as the upcoming Italian elections.

**PROVED IN THE FAMOUS
MOBILGAS ECONOMY RUNS...**

HIGH QUALITY ECONOMY GASOLINE

At the Low Regular Price!



**See Your Mobilgas Dealer for
ALL THE GAS MILEAGE
YOUR CAR CAN DELIVER!**

Remember, the secret of high mileage is high quality! Mobilgas is rich in super gasoline ingredients—product of the world's foremost catalytic refining program. Why settle for less? Fill up at the Sign of the Flying Red Horse!



SOCONY-VACUUM OIL CO., INC., and Affiliates MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

Ambassador CONTINUED



MONTE CASSINO was stop on the road to Rome. Here Mrs. Lee takes a U.S. Minister Counselor Ellridge Diefenbaw. They were joined a few days later in a party which was part of the U.S. with some of the U.S.



TWO FRIENDS, Prime Minister de Gasperi and Mrs. Lee meet again in Rome when she presents a copy of official credentials as American ambassador. They have known one another since 1917.

CONTINUED ON PAGE 52

Can your make-up pass the "close-up" test?



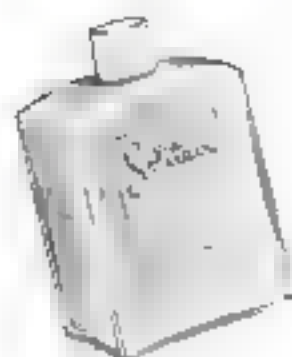
You're lovely-to-look-at even in close-ups, with **Solitair**

cake make-up
Contains Lanolin

Every complexion can look fresh and lovely from *afar*. But your most important moments are in close-ups . . . and *then*, skin faults are quickly prominent. Imperfections your make-up doesn't hide, become obvious . . . Unless, of course, you wear Solitair. Solitair conceals each little skin fault, yet never looks or feels "mask-like". Your skin seems to come alive with youthful freshness—uniformly flawless, yet completely natural—even in close-ups!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!

New and Wonderful!
Solitair Lotion for
all-over skin beauty
—ocean-blue, creamy-
rich, lusciously scented
...only 39¢ and 73¢



Only clinically tested
make-up leading skin
specialists confirm
will not clog pores.

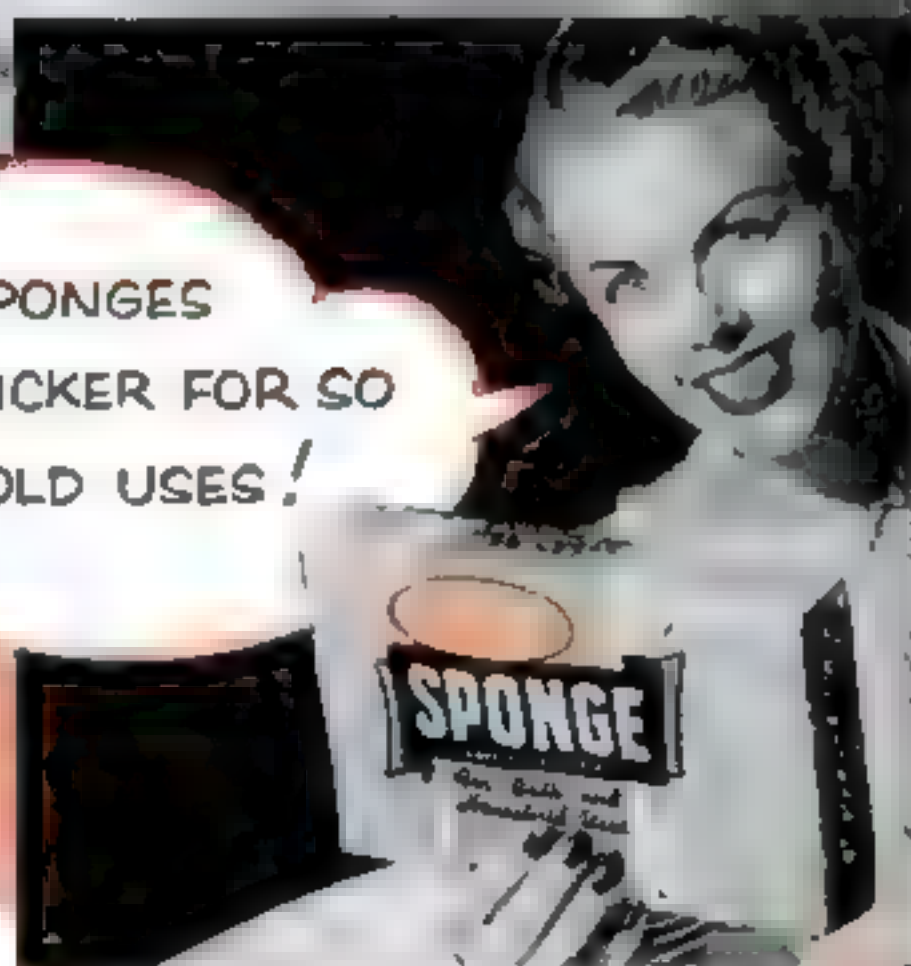
DU PONT SPONGE

washes your car *fast and clean*

RINSE AWAY DIRT WITH A DU PONT SPONGE.
THEN JUST SQUEEZE IT AND WIPE FINISH DRY.
WON'T SCRATCH, STREAK OR SPOT!



AND DU PONT SPONGES
ARE NEATER, QUICKER FOR SO
MANY HOUSEHOLD USES!



It's so easy to clean with Du Pont Sponges—for the car, for the kitchen, and around the house! They're handy-shaped, soft and pliable. They're tough and long-lasting. Get the big, *man-sized* sponge for the car—several others for the house. In natural and four lovely colors—six handy sizes—budget-priced from 19¢.



P.S. Try a sponge mop. Easy to use; easy to clean. Ask for one made with long-wearing Du Pont Sponge.

LOOK for this oval

...it identifies the only
sponge made by Du Pont



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

Ambassador CONTINUED



STAFF CONFERENCE is called by Mrs. Luce in the embassy, an ornate 19th Century structure once the palace of Italy's late Queen Mother Margherita, in afternoon shortly after her arrival. Left to right: Gerald E. Miller, special assistant; Francis Williamson, political section chief; Joseph E. Jacobs, minister in charge of military aid program; Durbrow, minister counselor; Mrs. Luce; Chauncey G. Parker, minister in charge of Mutual Security Agency; Major General James Christiansen, chief of the Military Aid Advisory Group; Thomas A. Lane, counselor on labor affairs; Cecil W. Gray, consul general.



AT OFFICIAL DINNER for American leaders on a tour of NATO Europe, Mrs. Luce goes to table with the host, Italian Defense Minister Randolfo Pacciardi. Behind are: Mrs. Pacciardi and Defense Secretary Charles E. Wilson.

WHEATON. Shock-resistant, self-winding, in 14K gold, 18K applied gold dial markers, hands. \$150

MARLIN. Shock, water, dust-resistant, self-winding, sweep-second hand. Expansion band. \$97.50

SARATOGA. Self-winding, sweep-second, shock-resistant—smartly styled. Alligator strap. \$95.00

NEPTUNE. Ultra-smart—modern self-winding! Sweep-second hand. Shock and water-resistant. \$99.50

SHIPMATE. Mirror-like finish, sweep-second hand. Shock, water, dust-resistant, self-winding. \$71.50

SHIPMATE. Self-winding, shock, water, dust-resistant Elgin—with sweep-second hand. \$69.50

PRESENTING THE WORLD'S ONLY *Self-winding* WATCHES WITH THE HEART THAT NEVER BREAKS

New SELF-WINDING Elgins take winding off your hands (and mind) for good.

For every one of these new Elgins winds itself with just the normal movements of the arm (lifting the phone, for instance).

Every one is shock-resistant and most are water and dust-resistant with unbreakable crystals. Most important, these are the only self-winding watches with the heart that never breaks, the DuraPower Mainspring *guaranteed* to never break.

Because the DuraPower Mainspring never rusts, never loses its strength, self-winding Elgins run superbly accurate year after year. This accuracy starts when Elgins are timed to the stars by the Elgin Astronomical Observatory.

If he's graduating, or his birthday, wedding or anniversary is coming up, give him the finest of all self-winding watches, an Elgin. Visit your favorite jeweler and see this exciting new watch now. Elgin National Watch Company, Elgin, Illinois.



Only Elgin has the heart that never breaks, the guaranteed DuraPower Mainspring

ELGIN

WATCHES

The Beautiful Way to Tell Time

WINDSOR You see the unusual effect of a round dial in a square case. This self-winding Elgin is shock-resistant, with 14K gold figures and hour markers. Sweep-second hand, alligator strap. \$95

All prices include Federal Tax and are subject to change without notice.
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Today's homes present scores of new ideas to make living delightfully easy. In design and work-saving features, the Cyclamatic Frigidaire provides a new expression of this trend.

The Cyclamatic Frigidaire with the NEW IDEAS was made for today's new, exciting way of living

It's a true food freezer plus a roomy refrigerator—with a new kind of automatic defrosting

Seldom has a new idea caught on so fast as "Cyclamatic." All over America housewives have discovered that Cyclamatic—offered only by Frigidaire—means a brand new kind of food-keeper. As different from the ordinary household refrigerator as that appliance differs from the old-fashioned ice box.

The Cyclamatic Frigidaire is a true food freezer *plus* a big refrigerator. With a new kind of automatic Levelcold. With an exclusive Refrig-o-plate that keeps proper temperatures within the refrigerator and defrosts automatically. Really, you've never before seen so many modern food-keeping ideas as you find in this year's ahead Frigidaire—new in 1 new Imperial and De Luxe Cyclamatic Models, all powered by the famous Meter Miser.



New ideas in a food freezer! Now you can store almost 50 pounds of frozen foods in this completely separate, heavily insulated food freezer compartment with its own refrigerating system. Food keeps for months

—you use it when you choose. Leftovers, instead of being a waste or a problem, can be saved for later use. You can even bake bread, pies, cakes—serve part, storing the rest. And always have plenty of ice cubes on hand in easy-to-operate Quickcube Trays.



New ideas in automatic defrosting! Refrigerator frost is banished before it collects. The Cyclamatic system working with the Refrig-o-plate built into the refrigerator and brings you the fastest, safest, surest automatic defrosting known—without heat or manual controls.



New ideas in fresh food storage! New exclusive Butler Pre-Server in every Imperial model stores butter at safe temperatures—serves it sliced in easy-opening, pats! Rust-proof aluminum Roll-to-You Shelves, another Frigidaire first, glide out all the way—put all food at your finger tips. There's generous storage space, spacious door shelves, lots of welcome room. You'll find a new kind of Levelcold—right for refrigerator and freezer.

See the wonderful Cyclamatic models that Arthur Godfrey recommends on his daytime TV radio show! Call on your Frigidaire Dealer. His name's in the Yellow Pages of the phone book—or write Frigidaire Division of General Motors, Dept. 2102, Dayton 1, Ohio for a free descriptive folder. In Canada, Toronto 13, Ontario.

Imperial model IS-106



Cyclamatic Frigidaire

***The Food Freezer-Refrigerator
built and backed by General Motors***





FATHER AND P.I.O. confer on description of dead boy. Seeking soldier who took picture, Private Toole wrote, broadcast, searched Army records.

THE CASE OF THE BEREAVED FAMILY AND A FRIENDLY P.I.O.

Last December, asked by an American soldier with a camera, 7-year-old Itsuo Sasamoto obligingly posed with playmates near his father's store in Hachinohe, in northern Japan. A month later Itsuo was dead of influenza. His father Kenzo, realizing there was not even a recent snapshot to remember his son by, recalled the passing GI and asked the U.S. Army for a copy of the picture. The search seemed hopeless, but Pfc. Joseph Stephen Toole of the 19th Infantry Public Information Office painstakingly set out to find—among all the Army's picture-taking soldiers—one who could be identified by these slender clues: a wildly distorted Japanese version of a name, the fact that he had come in a jeep with a small boy and a woman wearing glasses.



WEeping MOTHER, with her younger son Yoshie beside her, sits on the floor of the store where her husband works, grieving over their dead son Itsuo.

CONTINUED ON NEXT PAGE

You get "Professional Looking"
Decoration Results
with **Lowe Brothers**
PAINT COLORS!

They're Authority-selected



You can take new pride in your home when it has a "just right" color scheme. And today, that's so easy to achieve with Lowe Brothers Style-Tested Colors . . . for they have been developed by Faber Birren, one of the nation's leading color authorities. In flat, semi-gloss, or gloss, these magnificent colors give rooms a "professionally decorated" look.

The supreme quality of Lowe Brothers Paints is a matter of record. They're easy to apply, solid covering, completely washable. So whatever you're painting . . . indoors or out . . . use the newest in color, the highest in quality. Use Lowe Brothers Paints for beautiful, praise-winning results!

FREE Color Service! Your nearby Lowe Brothers Dealer offers a free color planning service, personalized to your needs. Visit him now . . . see the great variety of Lowe Brothers exciting, new *Stylist Colors*, created by decoration experts. Ask for your free copy of "Color Keys," interesting new booklet on interior decoration!

MELLO-GLOSS . . . One-coat semi-gloss finish for walls and woodwork. Amazingly smooth, durable.

MELLO-TONE . . . One-coat, flat-wall finish, made extra tough with alkylid resin. Soft, ultra-beautiful.

Lowe BROTHERS PAINTS

Wear-Tested quality • Style-Tested beauty

DAYTON, OHIO



Thousands of housewives know how...



You'll feel better
with an **RCA Room
Air Conditioner**



An RCA Room Air Conditioner for any room of your home—office or shop. Let your dealer show you the 7 RCA units—window and console models for all room sizes. Prices start as low as \$229.50.*

**COOL COMFORT IN THE KITCHEN . . .
LESS DUST . . . LESS DIRT!**

No matter where the family works, the hottest job is mother's. Hot "slaving"—dust, smoke, soggy crackers and cereals—don't belong in a kitchen with an RCA Room Air Conditioner. Lets you have favorite hot meals in summer, too. Works the year 'round! When not needed to cool—it still refreshes and filters the air. Costs a few cents a day. On display at dealers now!

Only RCA gives you all these advantages:

Quiet operation • Beautiful design • RCA "Heart-of-Cold" Compressor • Directional grille • Easy operating Climate Tuner • 5-Year Warranty on entire hermetically sealed cooling system • Optional low-cost contract for installation and service by RCA's own technicians.

*Suggested list price...slightly higher in West.

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA
IN CANADA, RCA VICTOR COMPANY, LTD., MONTREAL



Family and P.I.O. CONTINUED

A SOLDIER IS TRACED TO KANSAS



WITH HIS MOTHER in Salina, where he visited while awaiting transfer to Europe, Sgt. LeRoy McIlvain checks over some of 4,500 photos he took while he was in Japan. Checking camera-fan soldiers, P.I.O. thought McIlvain's name was similar to name given by Japanese, then traced him to the U.S.

HE CHOOSES A PICTURE TO SEND



BOY IN FUR CAP with dangling mittens, among the photographs taken in Hachinohe, seems to McIlvain to fit description of Sasamoto boy. Sure that he had right one, he made a large print of this picture for the Sasamotos. Just for good measure he sent along small copies of other photos made same day.

CONTINUED ON PAGE 58

YOUR CHANCE

to discover amazing new "Action-Proof" formula!



SPECIAL OFFER on ODO-RO-NO

Specially priced to introduce a new, vastly superior deodorant!

Now, Odo-Ro-No brings you the most effective deodorant formula ever known—one that actually guarantees* "Action-Proof"

Protection! We want you to discover the complete protection that today's Odo-Ro-No gives against perspiration—and so we're offering it for a limited time at these money-saving prices. Use

it daily and see for yourself how Odo-Ro-No checks perspiration and stops odor instantly—even during your most active moments! So gentle too. No other deodorant is safer for normal skin and fabrics.

**SAVE
56¢**

DELUXE
1²⁵ SIZE

Now ONLY **69¢**
plus tax

Beautiful, pre-tested bottle
sprays perfectly!



**SAVE
28¢**

DELUXE
75¢
SIZE

Now ONLY **47¢**
plus tax

Always stays smooth
and creamy!



***GUARANTEED MOST EFFECTIVE** deodorant you've ever used or double your money back. If not absolutely convinced return unused portion to Northam Warren Corp., New York.

*Special
Limited Time
Offer*

DOUBT AND DISAPPOINTMENT FOR THE SASAMOTOS



Illustrating new, easy way to supply BOTH food and drink to lawns, flowers, shrubs, vegetables, trees.

How to have the lawn you've always wanted

This season, you will find it much easier to have the kind of lawn you have always wanted. Merely prepare it properly, then spray it with Folium—Monsanto's new balanced plant food that supplies BOTH food and drink to lawns, flowers, vegetables, small fruits, shade trees, house plants.

Folium dissolves quickly and thoroughly in plain water—makes a clear solution that will not burn grass, tender leaf areas or delicate plants.

Folium is convenient to apply. Merely sprinkle it on small areas, using an ordinary sprinkling can—spray it on large areas, shrubs, trees, with an ordinary garden hose fed through a siphon hose attachment. In either case, a standard Folium solution is quickly absorbed whether applied to leaves, stems or roots. It becomes effective within 30 minutes.

For the lawn you'd like, use Folium—it supplies food and drink to every blade of grass you spray or sprinkle! It is very economical.

At your dealer's—2-oz., 1-lb. and 5-lb. packages . . . MONSANTO CHEMICAL COMPANY, Merchandising Division, 1700 South Second Street, St. Louis 4, Missouri. In Canada, Monsanto Canada Limited, Montreal, Toronto, Vancouver.

Folium: Monsanto Trade-mark



GRIEVING FAMILY, remaining younger son, mother and father, with a neighbor looking on, study photo sent

by Mellvain. Finger at mouth, Mrs. Sasamoto says, "Surely that is not he," and decides picture is a neighbor's son.

BUT AT LAST ITSUO'S PICTURE IS FOUND




THE RIGHT BOY was discovered later (third from left) bundled up with fur ear flaps in another group shot that

Mellvain happened to send along. When P.I.O. offered to get bigger enlargement, family said, "Oh yes, oh please."

At French Lick Springs...Smart Guests agree on **PM**
THE DIVIDEND WHISKEY!



You'll prefer **PM** over
whiskies costing up to \$1.00 more!
And the difference you save . . .
buys you up to
 **4 EXTRA DRINKS!**

At French Lick Springs, guests select their whiskey with care and discrimination. Here — and wherever people of good taste gather — more and more, the choice is PM. Its smooth, mellow character identifies PM as one of the world's truly great whiskies...its remarkable *dividend in value* makes PM America's *smartest* buy! Enjoy PM tonight!



Enjoy today's
magnificent **PM** the dividend whiskey!

© NATIONAL DISTILLERS PRODUCTS CORP., N. Y., N. Y. BLENDED WHISKEY • 86 PROOF • 45% GRAIN NEUTRAL SPIRITS



A LOOK AT FUTURE OF COLOR RECEPTION

These two television sets are receiving the same picture. Above, a special performance of NBC's *Kukla, Fran & Ollie* is shown on an ordinary black and white set. Below, it is seen on a color set receiving RCA's "compatible" color. Put on for a group of congressmen, this demonstration produced the best TV color to date. RCA's color is compatible because

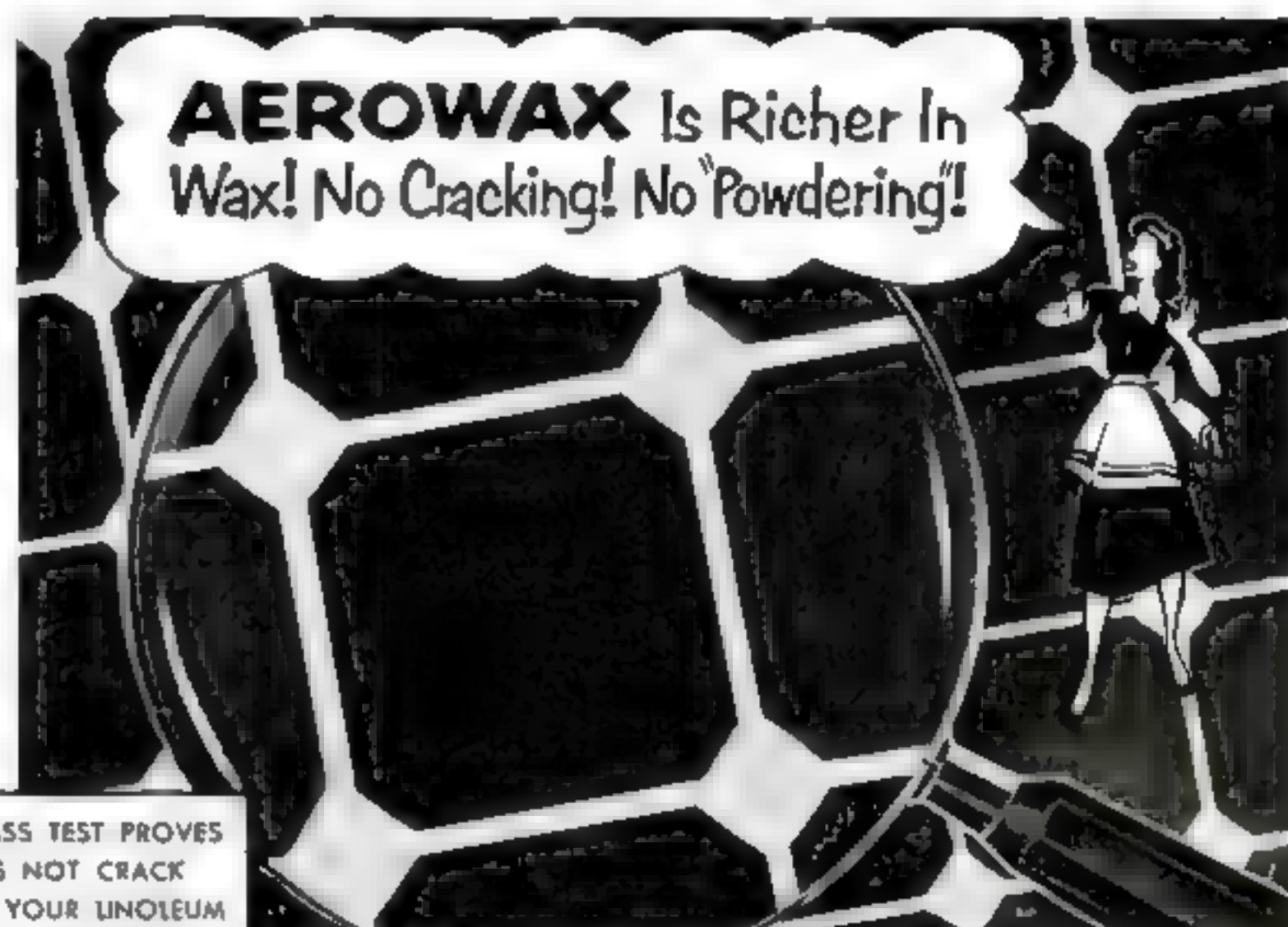
it can be received both in black and white on today's sets and in color on special sets. Recently CBS's color system, which is not compatible but has FCC approval, was shelved by CBS itself. RCA's system does not yet have FCC approval but is so impressive that this seems just a matter of months. When will sets be available? Probably by the end of 1954.





DON'T BE FOOLED by Expensive Hard-Finish Waxes That Crack and "Powder" on Your Linoleum!

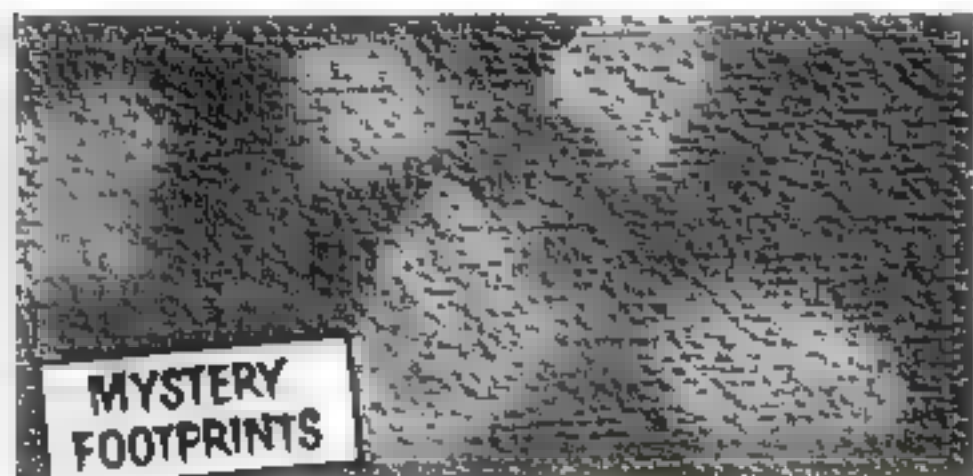
Double Rich AEROWAX CONTAINS TWICE AS MUCH WAX As Leading Hard-Finish Waxes!



MAGNIFYING GLASS TEST PROVES AEROWAX DOES NOT CRACK OR POWDER ON YOUR LINOLEUM

And AEROWAX Saves You Up To 28¢ A Pint!

Have you been using a "hard-finish" floor wax because you think it gives longer wear? Then, read this startling news. Recent laboratory



HOW DO THEY GET ON YOUR RUGS?

Maybe you've been blaming your husband or children for tracking dirt in from outdoors! Yet, the real culprit may be the "hard-finish" wax on your kitchen floor. Often, it cracks and powders on floors and linoleum. This powdery "dust" picks up on shoes . . . messes up the rugs in other rooms!

tests reveal that this so-called "hard" finish does *not* come from wax at all. Instead, it comes from a shellac-like substance so brittle it cracks under strain . . . grinds to a whitish powder that shoes track onto rugs.

That's why housewives everywhere are switching from "hard-finish" waxes to wonderful Aerowax . . . the wax that's truly *rich in wax*! By actual test, Aerowax contains over *twice as much wax* as leading "hard-finish" brands. No wonder the gleaming Aerowax finish lasts so long! There's no cracking, no powdering. The lustre comes back again and again with easy buffing!

Best of all, Self-Polishing Aerowax saves you up to 28¢ on every pint! So why pay fancy prices? Get Double-Rich Aerowax today.



Change to AEROWAX-it's *Double-Rich* in Wax!

To all of you who are
eager to change to these
NEW wonder sheets!

May 11 through May 16 only!
(Monday) (Saturday)

Trade in your on wonderful new

Our offer: We'll allow you **50¢** on each old flat sheet
toward the purchase of each pair of Pacific Contours—
We'll donate your old sheets to the **AMERICAN CANCER SOCIETY!**

HERE'S WHAT YOU DO:

- 1 Take your old flat sheets** (any adult size or type) to your favorite store, during week of May 11-16; Monday through Saturday.
- 2 The American Cancer Society will staff a booth** in the store with volunteer workers to receive your sheets, and will give you for each sheet a certificate worth 50¢ toward the purchase of two Pacific Contour Sheets.* You may redeem your certificates any time during May.
- 3 Trade in as many flat sheets as you wish**—each old sheet is worth 50¢ on the purchase of each pair Pacific Contours . . . as many pairs as you want to buy! Only one certificate may be applied against the purchase of each pair of Contours.

4 See how you save—Bring 1 flat sheet—get 1 pair Pacific Contours at 50¢ off. Bring 3 flat sheets—get 3 pairs Pacific Contours at \$1.50 off.

5 Your flat sheets may be worn—Sheets in reasonably good "one piece" condition are usable to supply the great need for dressings. They should be laundered, folded, but do not need to be ironed.

Now—your old flat sheets can be put to helpful, useful service.

Search your linen closet *today* for every flat sheet that shows wear, that is about to "go"—and trade them in to help supply the American Cancer Society's great need.

You can now furnish your beds with these Pacific wonder sheets—at a wonderful, wonderful saving!

We make this exciting trade-in offer to make it easy for *everyone* to change to Pacific Contours *now*.

Time after time, we hear from women . . . "My friends say Pacific Contours are simply marvelous . . . I want these Contour sheets just as soon as my present supply of flat sheets is gone!"

Or from women who have tried Pacific Contours, "I'd love to rip up all my old flat sheets . . . I can't wait to get *all* my beds in time-saving Contours!"

You'll make the neatest beds! The boxed corners in Pacific Contours fit neater and firmer than human hands can possibly turn a flat sheet.

You'll sleep in the smoothest comfort! Pacific corners can't pull out . . . Pacific Contours can't wrinkle up and disturb your restful sleep.

You'll make beds 3 times faster than with flat sheets! Pacific corners slip on for the "first make" in one motion—and these fitted corners *stay tucked* in all night, every night. No more tiresome daily retucking. Pacific Contour sheets end retucking . . . forever!

Your old flat sheets will be used to do great good!



PACIFIC MILLS
will donate to the
**AMERICAN
CANCER SOCIETY**
every flat sheet you bring in

The need is great! An old clean sheet, needle and thread provide the simple equipment that volunteer units of the American Cancer Society need for merciful service. Worn sheets make excellent dressings. Sheets with good wear still in them may be sent to needy patients.

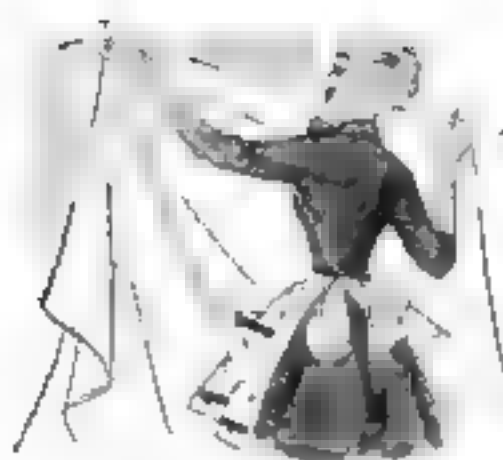
Most stores have a complete range of
Pacific Contour Sheets—both Tops and Bottoms!
—in the same price range as flat sheets

Combed Percal (Type 180)	• Extra-Strength Muslin (Type 140)	• Truth Muslin (Type 128)
All the above in twin and double sizes		

NEW SIZES!—for Three-quarter beds,
—for Foam Rubber mattresses, 4 1/2 inches thick,
both available in Contour Bottom sheets,
white Combed Percal only.
—for Youth beds, Extra-Strength Muslin only.

NEW COLORS in Truth Muslin, Tops and Bottoms
in Twin and Double sizes
Rose-Pink Blue Green Yellow

GO TO YOUR FAVORITE STORE—Consult Sunday newspapers May 10, for advertisements of stores in your town co-operating with the American Cancer Society and Pacific Contour Sheets in this trade-in offer. If you can't find a participating store, call the local office of the American Cancer Society.



Today—look for weak spots
in your old flat sheets.
50¢ allowance
on each old sheet!



See how quickly
your savings add up
to dollars!
Get 6 pair Pacific Contours,
save \$3.00!



Just in time to give
to "your" June bride!
Brides today want
new Pacific
Contour Sheets!

old flat sheets

PACIFIC Contour Sheets!



Millions love Pacific Contours—the wonder sheet that revolutionized bedmaking! Famous for its four boxed corners, the Pacific Contour Bottom sheet can't pull out... keeps

your bed smooth and free of wrinkles all night, every night. No pulled out sheets in the morning—no tiresome retucking to do. Your bedmaking is done in seconds!

Longest, strongest wearing type of corner in any hotel sheet! Pacific reinforces each corner with firm tape binding to resist strain and prevent rips and tears. Years of home use prove its wear. Sanitized* for lasting fit.

Bring in your old, flat sheets, get Pacific Contour sheets now. Once you enjoy their smoother sleeping comfort, their faster bedmaking speed, you'll never go back to flat "pull-out" sheets. See wonderful Pacific Contours at your local store—see the wonderful savings in this timely trade-in offer!

*Reg. U. S. Pat. Off.

Everybody's changing to

PACIFIC Contour Sheets

THE WAY TO FASTER BEDMAKING—
NEATER, MORE COMFORTABLE BEDS

Pacific Mills, 1407 Broadway, New York 18 • Pacific Contour Top and Bottom Sheets • Contour Crib Sheets • Pillowcases • Supersorb* Towels • Pacific Silver Cloth

RED HEART ADDS LIVER



FLAVOR



Now Red Heart gives your dog these 3 flavors:

A, beef; B, fish; C, new liver flavor! Plus complete nourishment!

Now, in addition to famous 3-flavor variety and complete nourishment, Red Heart provides the valuable benefits of fresh liver—richest, most nutritious of all meats, and a top taste favorite with dogs.

More than ever, it's true that no other dog food gives your dog all the advantages of Red Heart. Add them up and see for yourself that Red Heart gives your dog EVERYTHING, PLUS!

JOHN MORRELL & CO. • SINCE 1827
OTTUMWA, IOWA • SIOUX FALLS, S. D.

1 3-flavor variety—variety such as you like in your food. Feed him Red Heart new liver flavor one day, beef the next, fish the next.

2 complete nourishment—you need add nothing! Red Heart, alone, provides everything a dog needs for top health, including:

3. meat proteins—with extra quantities of all the vital amino acids.

4. carbohydrates—body building essentials basic in nutrition...

5. minerals—every mineral known to be needed by dogs for sound teeth, bones, sinews.

6. vitamins—extra amounts of every single vitamin which science has found dogs require for top health.

7. fats—so necessary to good condition, glossy coat, healthy supple skin...

PLUS

8. CHLOROPHYLLIN—OF COURSE!

TO END DOGGY ODORS!

Red Heart adds up to the best dog food that money can buy. And your dog deserves the best! Start feeding 3-flavor Red Heart to your dog today!





BRASS BAND leads the way as the circus starts out on its innocent-seeming march toward frontier

A RED CIRCUS DASHES TO FREEDOM

It crosses Iron Curtain in a tense movie chase



JUGGLERS and clowns go into their regular routines while a loudspeaker announces they are there to provide entertainment for the Red border guards.

Most of the way *Man on a Tightrope*, a new 20th Century-Fox movie, is a competent cinematic account of political and amatory shenanigans involving some circus folk in Czechoslovakia. Somewhere early in the picture they decide to make a break for freedom across the Iron Curtain. In the last 20 minutes they carry out their plan and then the movie comes to startling life.

The circus is moving through a foreboding landscape toward a bridge across which lies West Germany. The bridge is barricaded, sentry posts overlook its approaches and a force of border guards is waiting ominously. Combining commando tactics, clowns, acrobats and other circus performers distract the sentinels till the moment when wild animals can be let loose to terrify them. The agonizing wait for the signal to begin, the final dash and struggle, are blended dramatically by Director Elia Kazan, who makes the peaceful hills of southern Bavaria, where the movie was shot, into a tense and terrifying no man's land at freedom's border.



CIRCUS WAGON lumbers on behind the performers, who go on smiling and bowing while waiting for the signal to start their break across bridge.



Start a "Food-Saver Team" with this super-refrigerator



NORGE JET SELF-D-FROST REFRIGERATOR

Defrosts itself in mere minutes! Not just automatic defrosting... but Norge Jet Self D-Frosting that works so fast even ice cream stays solid in the big freezer chest. Every 24 hours... on schedule... frost is neatly whisked away in a matter of minutes. You can forget about it... it's *that* simple!

Stretches storage space! Roomy shelves that move up, down, in or out, full-width Freezer Chest and Crisper, roast-deep Meat Keeper in this big-but-compact beauty. Extra space in the Handidor for eggs, fruit, bottles... plus a 4-temperature Butter Bank. Inside, there's new beauty in the Ice Gold fittings. Outside, it's a handsome twin to the Norge Upright Freezer on the next page. Model 1116, at your Norge dealer's now, \$399.95. Other models as low as \$199.95.



NORGE

Merchandise Mart, Chicago 54 • Addison Industries, Toronto

The
value-line
of home
appliances



BREAK BEGINS when trucks ride up to barrier and break it down. Gunfire starts as circus wolves (acted by dogs) are let out of cage to terrorize guards.

HALFWAY to freedom men leap from trucks and put down iron grill over ditch to enable them to start across bridge. Man on ground fires at guards.





FREEDOM is reached by most of the escapees as they pass under pictures of Red bosses Stalin and Gottwald to the American side of bridge.



CONTINUED ON NEXT PAGE



Add this pantry-handly freezer
for a truly modern kitchen



NORGE UPRIGHT FREEZER

Fits in your kitchen! Outside, it's a mate to the Norge refrigerator across the page. But though it takes little floor space, it's a family-sized freezer. And everything's up front. There's no juggling, no digging to get at what you want. Removable, 5-position Adjust-A-Shelf and twin roll-out baskets let you arrange things so no package is ever too big or too small to be accessible.

Freezes foods fast! There's 66 feet of flowing cold telescoped into Norge's Jet Freeze Shelfer. Fast freezing on both sides... and their unique open design insures uniform cold everywhere in the freezer. Eye-level thermostat keeps food safe at the temperature you select... down to 52° below freezing! 5-Year Warranty on freezer mechanism plus 5-Year Food Warranty included. Model 1125, illustrated, \$429.95.

The
Sole
or Norge
Appliances

NORGE

Merchandise Mart, Chicago 54 • Addison Industries, Toronto



"I want a
MISSION
ORANGE"




America's
Thirst
Love!



MADE FROM SUN-RIPENED
VALENCIA ORANGES



International
Award of
Quality

Circus Breakaway CONTINUED



CIRCUS OWNER (Fredric March) hangs upside down during his clown act while a performer whispers to him that Red police are in the audience.

PART OF PLOT IS A TRUE STORY

EAST GERMAN FLEES WITH HIS CARNIVAL

Even Takes Merry-Go-Round
West Berlin

By WALTER SULLIVAN

Special to The New York Times

BERLIN, March 17—Another in a series of bizarre defections from the East occurred here today when a carnival owner escaped from the Soviet sector of Berlin with his entire menage, including a merry-go-

The plot of *Man on a Tightrope* is made up of standard movie elements (above and below). But its main idea, which sounds like pure movie fantasy, has been carried out twice in real life. Three years ago the Brumbach Circus managed to move—animals, equipment and all—across the frontier between East and West Germany. Some of its performers appear in the film. Hardly was the film finished than another Communist-dominated outfit got away with a similar break (left).

REAL-LIFE DEFECTION from East occurred in March of this year.



UNHAPPY OWNER is taunted by his flirtatious wife (Gloria Grahame). He slaps her face, proves his manhood by leading heroic dash over the bridge.

Now—at a new lower price

Brownie Movie Camera only \$39⁷⁵

starts you on a lifetime
of happy movie making

KODAK-MADE . . . Brownie-priced . . . for simpler,
surer, more economical 8mm. home movies

Brownie
Movie
Camera
only \$39⁷⁵
easy terms if you wish

It couldn't be easier. Making home movies today is every bit as simple as making snapshots. What's more—with the fast f 2.7 lens of the "Brownie," you can get them just as easily in full color as black-and-white...indoors or out...night or day.

Only \$39.75 starts you off. The Brownie Movie Camera loads and operates as simply as a box Brownie. One easy setting adjusts for light. Then just aim and press the button. You're making movies . . . *wonderful* movies!

Film costs are low, too. A single roll of full-color 8mm. Kodachrome Film, only \$3.95, makes 30 to 40 average-length movie scenes . . . (\$3.25 in black-and-white) . . . and that, mind you, includes developing your film ready to show. Makes it hard to see how you can afford *not* to make movies!

To round out your Brownie Movie Team

Economical from start to finish. Now there's a Brownie Movie Projector at only \$62.50. Projects all 8mm. movies crisp and bright . . . big enough for living-room shows. "Stills," reverse action, too!

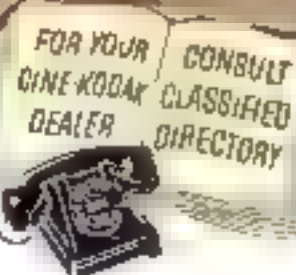
There's even a Brownie Projection Screen—a full, 30-inch-wide beaded screen, it's yours at only \$4.50.

But get the whole fascinating story about home movies from your Kodak dealer. Or mail coupon to Kodak for your free copy of "Let's Make Movies."

Prices include Federal Tax where applicable and are subject to change without notice.

Brownie
Movie
Projector
only \$62⁵⁰
easy terms if you wish

Brownie
Projection
Screen
only \$4⁵⁰



See "Photographic Equipment and Supplies"

Eastman Kodak Company, Rochester 4, N. Y.



"Let's Make Movies"

A free and fascinating booklet that tells you in clear, simple language how to make color movies . . . how to make movies indoors as well as out . . . how to choose the right camera for your needs. Here's the answer to home movies at their easiest, most satisfying best. Just fill out coupon and send to Kodak.

Please send free copy of "Let's Make Movies" to:

Name _____

Address _____

City _____ Zone _____

State _____

Kodak
TRADE-MARK

Biggest news in

**You'll see America
through over-size
picture windows—as you
enjoy perfected
air conditioning!**

Words and pictures on these pages tell about the revolutionary *Air-Suspension Ride* you'll enjoy in Greyhound's new motor coaches. And here are other highly-advanced features that will add even more to your comfort and pleasure:

Huge picture windows, each 6 feet wide, give greater sight-seeing ease and enjoyment than ever before. Safety glass is scientifically tinted to turn back harsh sun rays, give passengers a feeling of roominess, freedom.

Air Conditioning, brought to a new high peak of perfection, completely changes and freshens the air in the bus every sixty seconds, keeps it cool in Summer, warm in Winter.

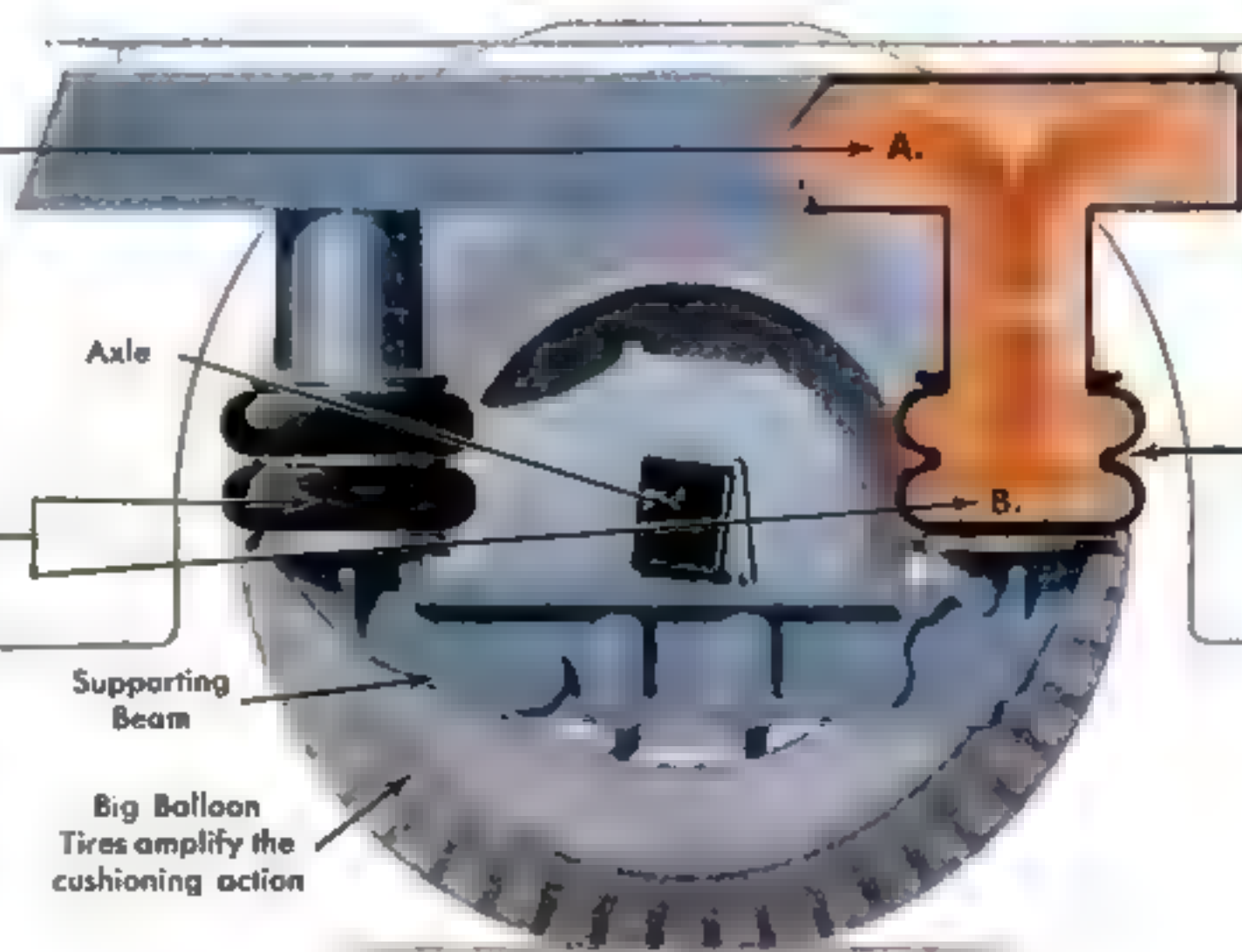
Luxurious individual seats, of entirely new design, are deeply cushioned in foam rubber, upholstered in mohair. They are planned for additional body room—you have your choice of five reclining positions for sight-seeing, reading, napping!

Add to all these: Tastefully designed all-new interior styling, controlled individual reading lights, greatly increased baggage space in weather-proof locked compartments. Can you wonder that we call this new Air-Suspension Coach the "Biggest News in a Quarter Century of Highway Travel"?

Here's how air pressure is equalized instantly to eliminate road shock and vibration... giving you the World's smoothest ride!

A. This is one of the Air Chambers through which air is "metered" instantly from a central pressure tank, to the doughnut-shaped "Bellows" which give the coach its amazingly smooth and steady ride.

B. There are two sets of these flexible rubber-and-nylon air bellows for each wheel—the heart of the Air-Suspension System. These bellows absorb road inequalities and vibration—the coach actually rides on columns of air!



GREYHOUND continues

a quarter century of highway travel!

Greyhound brings America the amazing new **HIGHWAY TRAVELER** with **AIR-SUSPENSION RIDE**

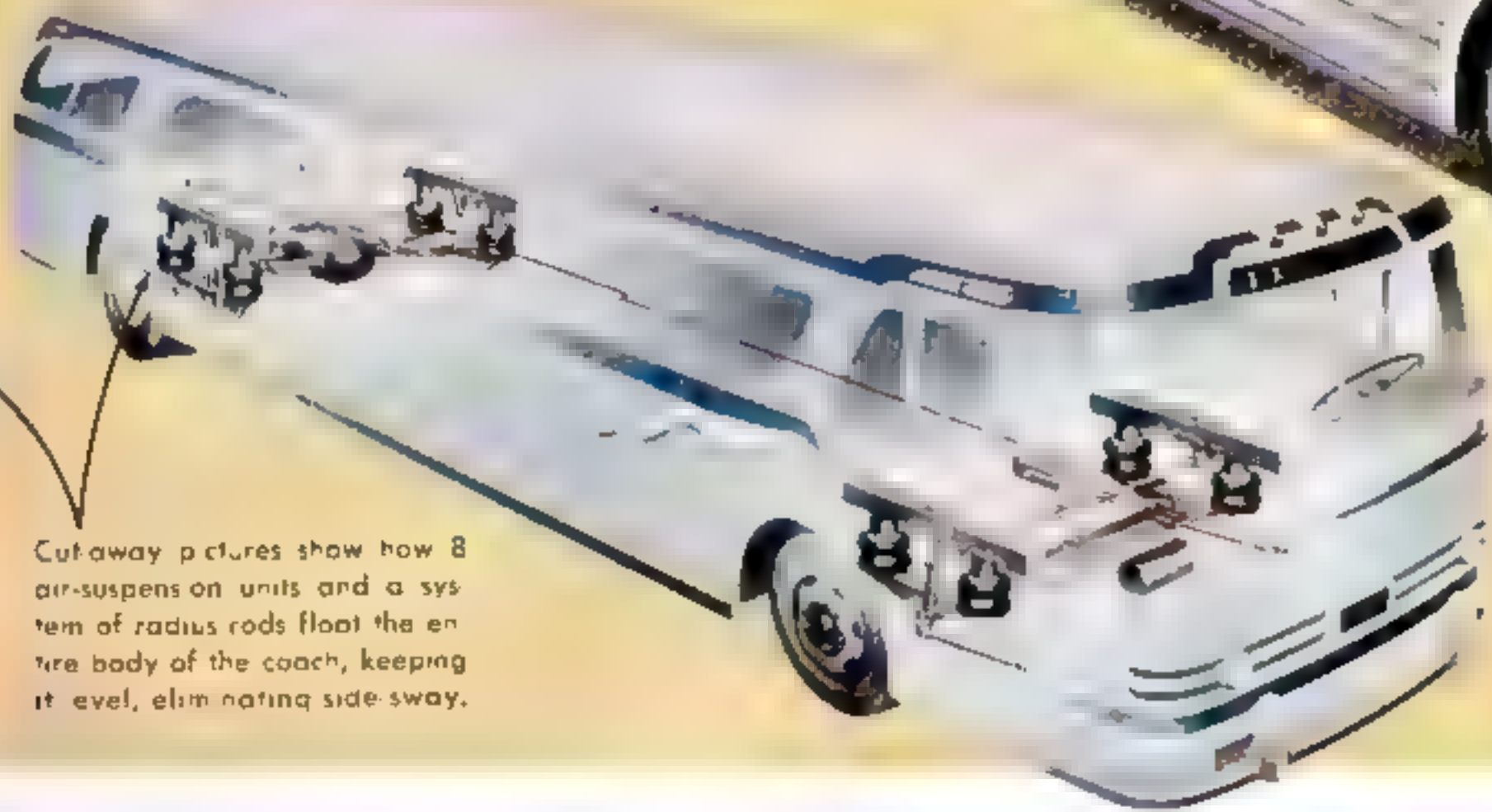
No metal springs in this new coach . . . you ride completely relaxed, cushioned by columns of air!

Get set to enjoy the most remarkable innovation that has taken place in highway travel for more than a generation . . . a completely new motor coach that eliminates conventional steel springs, and floats bus travelers on air cushions.

This isn't a dream of the future—it's here now! Greyhound is placing in operation a fleet of several hundred Highway Traveler Coaches in all parts of the United States.

The new Air-Suspension bus, perfected in 12 years of intensive research, is a fascinating scientific achievement . . . and in terms of your *personal comfort and pleasure*, it means that you can travel completely at ease, on any kind of highway, enjoying the smoothest ride in history. You can read fine print, write a letter, or watch the passing scene, while eight amazing rubber-nylon air cushions float the whole body of the coach, keep it *steady, level, and quiet!*

It sounds like magic—and it *rides like magic!* Watch for announcement of these new coaches in your city!



Cutaway pictures show how 8 air-suspension units and a system of radius rods float the entire body of the coach, keeping it level, eliminating side sway.

Rubber-nylon air cushions replace conventional metal springs. This startling new principle of Air-Suspension makes every highway behave like a strip of velvet!

to pioneer every great advance in motor bus transportation!



Not a shadow of a doubt with Kotex

Absorbency that doesn't fail—Kotex gives you the trustworthy kind of protection you need. And you get trustworthy *softness*, too, for Kotex is made to stay soft while wearing.

Holds its shape—without twisting, roping or pulling. That's why this napkin retains its fit and comfort for hours.

No revealing outlines—because only Kotex of all leading brands has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Select the absorbency best for you: so very personally yours.

Not a shadow of a doubt—both Mother and Daughter take prettily to fresh summer pink and white checked cotton, gayly sprigged with embroidered figures. Mama by Beaumont, about \$15; wee miss edition by Sunny Lee, about \$8. At leading stores.



Super Kotex in
the Brown Box

Junior Kotex in
the Green Box

Regular Kotex in
the Blue Box

More women choose Kotex
than all other sanitary napkins*

A HOMEMADE SUB

Alabama dentists build successful underwater boat in basement

Three years ago the neighbors of Dr. Walter Clyde Allbritton Jr., a Birmingham dentist, began to hear nocturnal noises from the doctor's basement. Soon the incredible word was out: Dr. Allbritton and brother Dick, also a dentist, were building a submarine. Recently the brothers, who have been interested in underseas matters since boyhood, trucked their sub to a water-filled Birmingham quarry, hopped inside, soon were hobbling it in and out of water like a dolphin. Probably the first successful submarine ever built in a U.S. basement, it is 17 1/2 feet long, 4 feet wide, carries two men, runs four knots submerged and will be useful, the brothers believe, for marine exploration and ship salvage. Having dunked it in the quarry, the brothers this month head south with the sub for coastal submersions.



BROTHERS Dick (left) and Clyde Allbritton occupy joint office with dentist father in Birmingham.



IN CONNING TOWER of sub on Sunday afternoon Clyde beams just before submerging in Birmingham quarry. The brothers created their sub almost entirely

on drawing board before assembling it. They ordered heavier parts made to specification and made the others themselves in Clyde's basement machine shop.



Isn't this a
nice way
to get their milk?

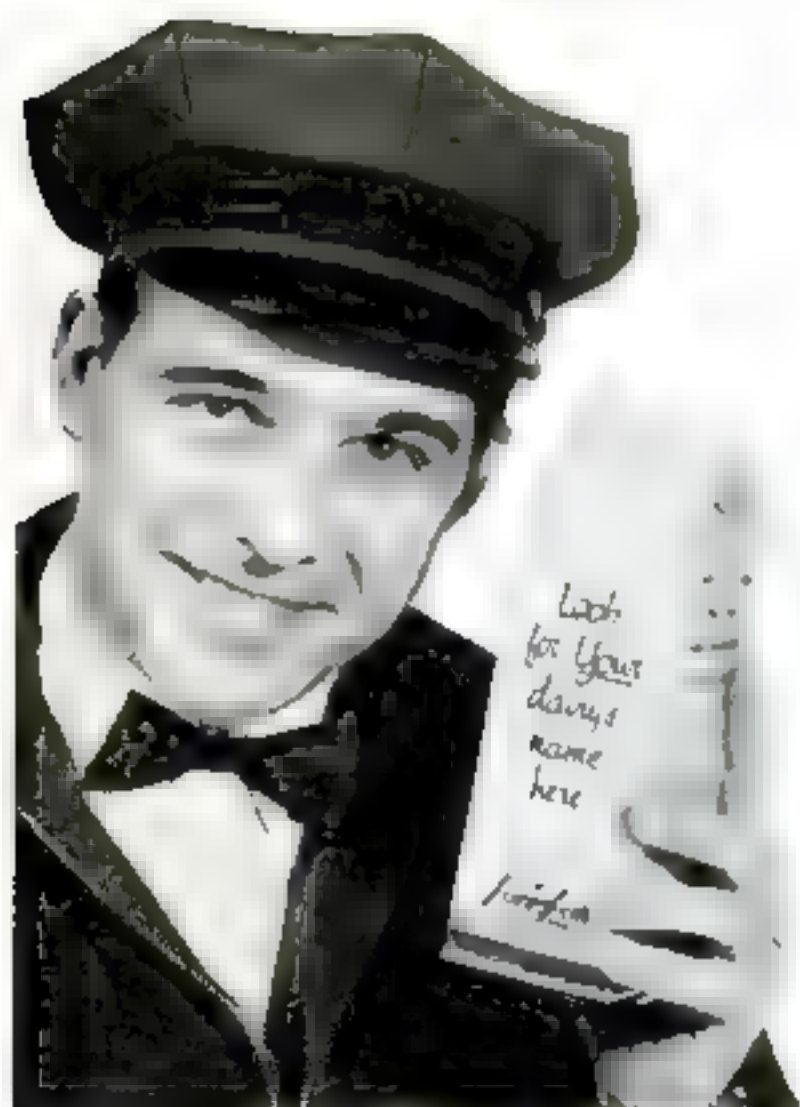
Milk in Pure-Pak is now home-delivered in 39 states!



You don't wash them ... you discard them like any empty food package!



Extra safe for children ... a feature every mother appreciates!



Pure-Pak
YOUR PERSONAL MILK CONTAINER

Write a note
to your
milkman today!

Pure-Pak Division, EX-CELL-O CORPORATION,
Detroit 32, Michigan

Homemade Sub CONTINUED



OUT OF BASEMENT, sub is started by brothers to quarry. Their mother says of sons, "I wish they had picked something on land to be interested in."



IN BIRMINGHAM STREETS curious citizens watch the only submarine ever built in Alabama move through the shopping district on way to test run.



LAUNCHED INTO QUARRY sub slides down specially built ways into the water. Small crowd of dentist-brothers' neighbors came along to watch test.

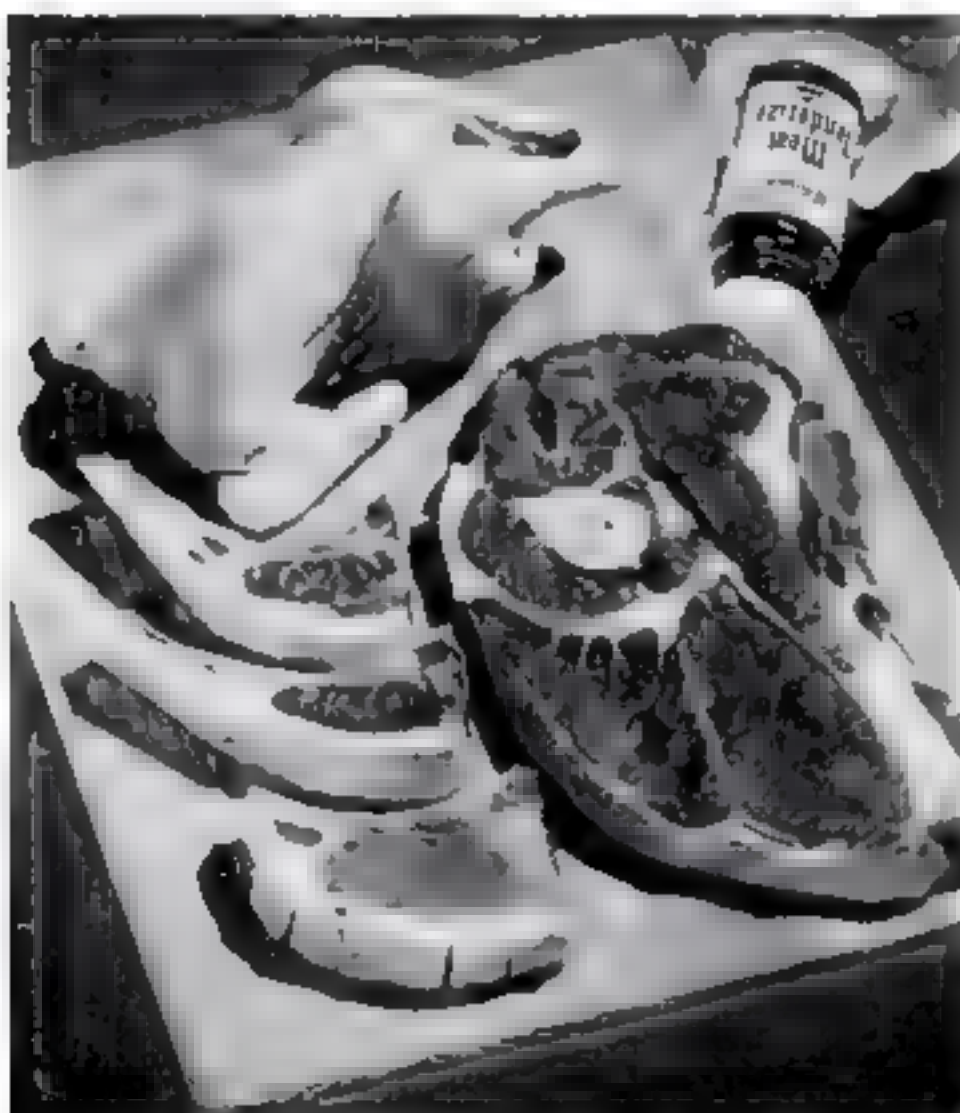
CONTINUED ON PAGE 78



BUDGET ROASTS, such as rump or rolled shoulder, can be roasted like prime ribs when prepared with Adolph's. Cooked rare, medium or well-done, they are sure to be tender and juicy.



SHOULDER CUTS like arm and blade, normally pot-roasted, can now be broiled or barbecued like porterhouse when cut into steak thickness and sprinkled with Adolph's before cooking.



ALL GRADES OF BEEF, veal, lamb, pork or wild game can be made more tender with Adolph's. Small stewing hens can be broiled. Turkeys can be roasted or broiled tender and juicy faster.



ECONOMY ROUND STEAK can now be pan or oven broiled tender as fillet. Simply sprinkle evenly on all sides with Adolph's Meat Tender-

izer. Then allow the tenderizer to penetrate at room temperature thirty minutes for each one-half inch thickness of meat before cooking.

NEW PRODUCT MAKES TOUGH MEAT TENDER

Scientific food discovery gives fillet tenderness to less expensive meat cuts

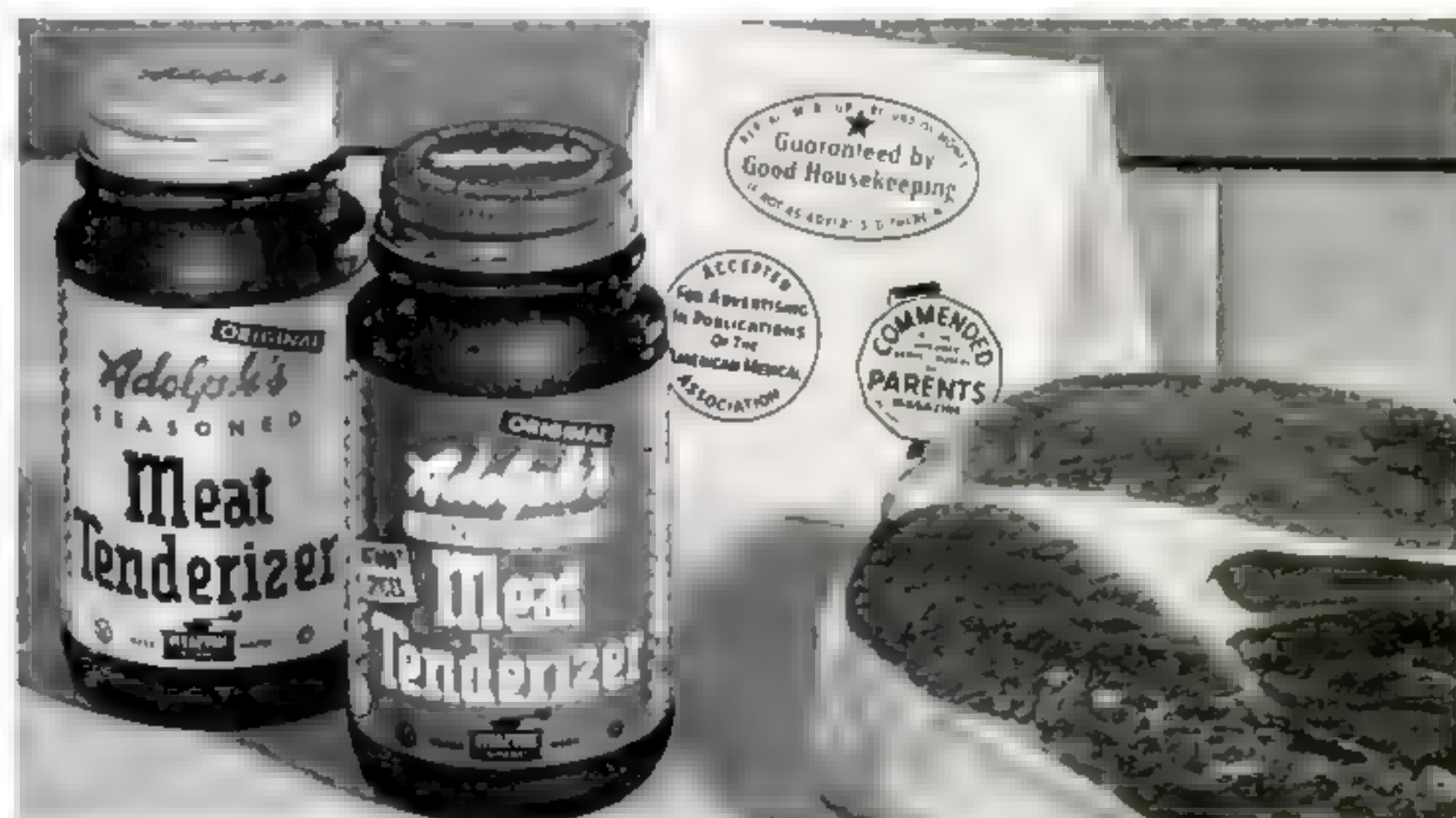
All meat can now be made more tender. Less expensive cuts can be cooked differently than ever before. The secret is a jar of saltlike crystals called Adolph's Meat Tenderizer.

Acclaimed by food and science editors of leading magazines and newspapers, and by millions of enthusiastic West Coast users, Adolph's is now available at grocery stores throughout the country.

Adolph's is derived from the papaya melon, source of a tenderizing ingredient long the secret of natives in the tropics. This secret of tender

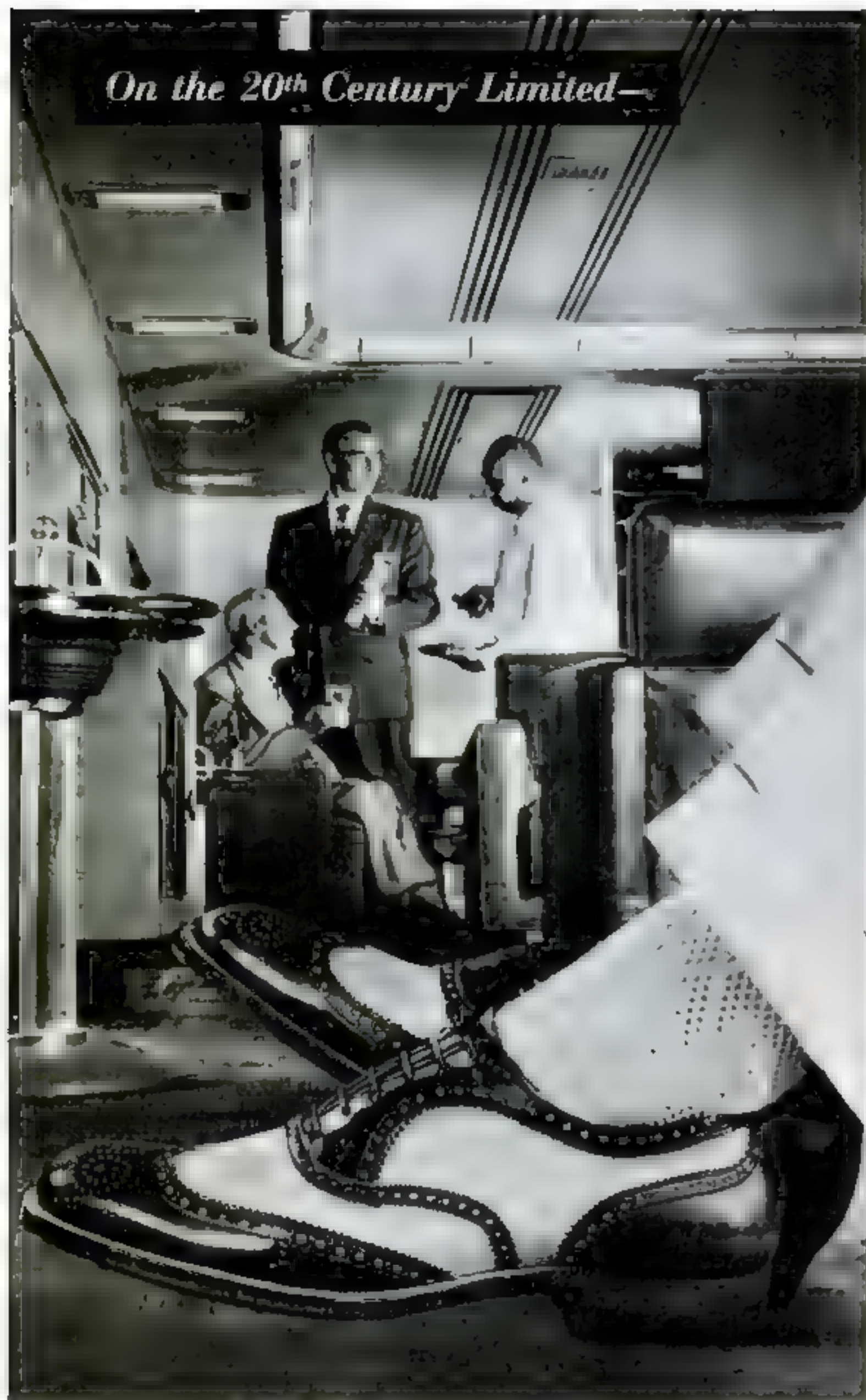
meat is now yours. Adolph's offers for the first time a scientifically controlled product that guarantees perfect results.

By tenderizing the less expensive, but just as tasty and nourishing cuts and grades of meat, Adolph's allows you to eat more meat without increasing your meat budget. It is as easy to use as salt, and costs less than a penny to tenderize a pound of meat. Adolph's Meat Tenderizer has the advertising approval of the American Medical, Dietetic and Home Economics Associations.



ADOLPH'S MEAT TENDERIZER carries the three seals shown above. It is used by chefs and dieticians in leading hotels, restaurants and institutions. It is available in two different

forms, seasoned (with spices) and non-seasoned. Adolph's Meat Tenderizer is now on sale in principal food stores throughout the entire country. **ADOLPH'S LTD., Los Angeles, California**



SPRUCE (Style No. 3142)—Bostonian Breezeways—Wheat Nylon Mesh Brown Calf Wing Tip.

Whose famous Bostonians are these?

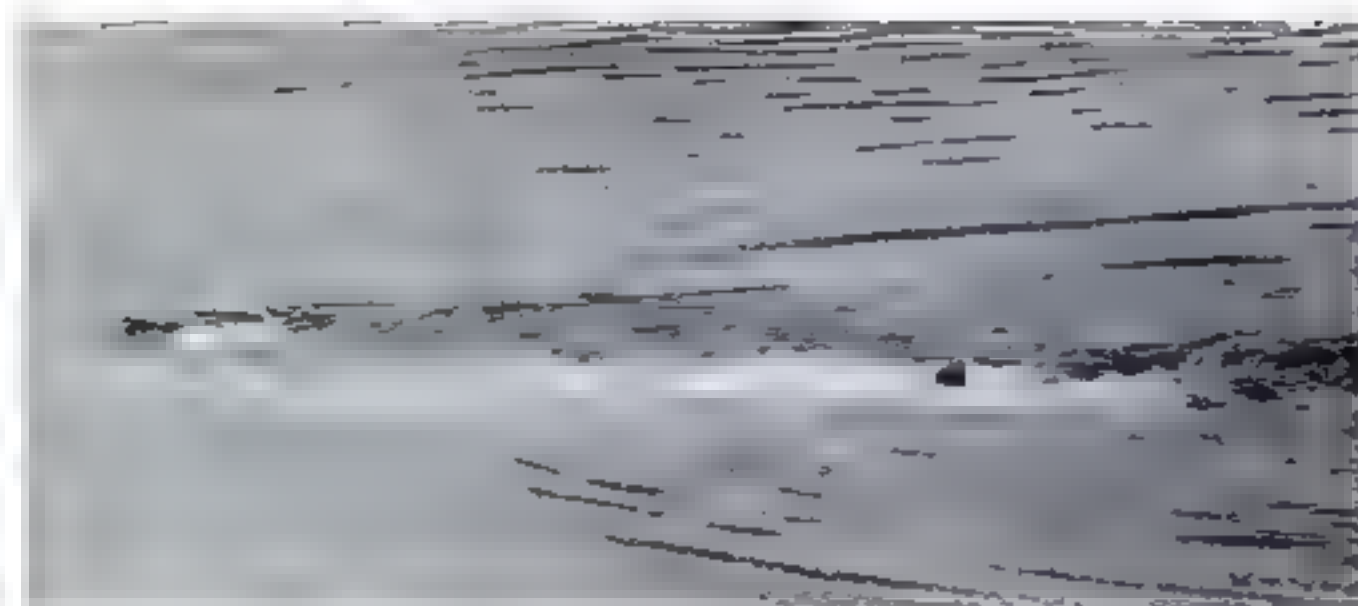
The time: right now. The place: any point between New York and Hollywood. The people: men who like to couple cool comfort with clean-cut looks. That's the story of Breezeways, the new nylon mesh shoe hit by Bostonian—the coolest, lightest warm-weather shoes you've ever owned! Here, they're the choice of FARLEY GRANGER, star of Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN," color by Technicolor.



The man who sells Bostonians® is making friends for life

Commonwealth Shoe & Leather Co., Whitman, Mass., Shostown, U.S.A. © 1955

Homemade Sub CONTINUED



SUBMERGING is done from a dead position. An unusual feature of the submarine is its forward propeller which enables it to dive or resurface rapidly.



INSIDE SUB Klyde makes adjustments before diving. Surfaced sub runs on Crosley auto engine converted to burn diesel oil, on batteries when submerged.



AFTER TEST DIVE Klyde stands on deck as sub is towed back up ways. Sub has a cable attachment so that boat on surface can pull it up in emergency.

If you like beer You'll Love Schlitz

*No harsh bitterness . . .
Just the kiss of the hops*

This dry and mellow beer . . . this beer of
matchless flavor . . . is the world's largest seller.

Year after year more bottles and cans of
Schlitz are bought—*millions more*—than of any
other beer. This popularity is the result of the
most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-ounce bottles and cans, and the 7-ounce bottle that holds just a glassful. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular
"SCHLITZ PLAYHOUSE OF STARS." See
your newspaper for time and station.



The Beer that Made Milwaukee Famous

DESIGNED FOR MODERN LIVING

LINCOLN LETS YOU



1 NEW 205 HORSEPOWER V-8 ENGINE.

2 NEW POWER STEERING.

3 NEW POWER BRAKES.

4 WORLD'S FIRST 4-WAY POWER SEAT.

How long are you going to keep driving in the past, bound to the buzzing fender, and to driving that is a strain? Why not make your driving as modern as your living—simply by trying a new Lincoln.

For Lincoln is something completely new in your motorized experience. In its superb new look, and in magnificent action, it is designed to take the work—and the past—out of your driving.

The lightest touch sends you cruising over the highway, sweeping over hills, always with the confident feeling of a safe power reserve. In fact, with

its new 205-horsepower engine, Lincoln won the first four places among stock cars in the Mexican Pan American Road Race.

The lightest touch on the wheel takes you easily around curves, makes parking almost as easy. For not only can you have power steering, there is also exclusive front-wheel ball joint suspension for astonishing obedience and catlike maneuverability. This is the ultimate in handling.

Even when you stop, a touch does it, for this new Lincoln offers power brakes too. And—a touch even aids driving comfort and visibility. The new

BID THE PAST GOODBYE



4-way power seat moves back and forth, when you press a button—moves up and down when you press another button!

In all ways, yesterday is forgotten as you drive surrounded by walls of glass, by sumptuous appointments that match the spirit of modern living and by the most dramatic colors that ever took to the road. This is a new kind of motoring that *must* be experienced to be appreciated. See your Lincoln dealer for a demonstration of the new Lincoln Cosmopolitan or the Capri. LINCOLN DIVISION—FORD MOTOR COMPANY

LINCOLN

THE ONE FINE CAR DESIGNED FOR MODERN LIVING
—COMPLETELY POWERED FOR MODERN DRIVING



Crowning achievement of
Ford Motor Company's 50th
Anniversary—50 Years For-
ward on the American Road

Of course you can...

Just start with a wish and some milk. Add the milk to a package of Pillsbury White Cake Mix (the luscious golden pineapple topping for each layer is baked right in the pan with the cake) and you're within minutes of a triumph. Can you do it as easy as that? Of course you can!



Pineapple Upside-Down Layer Cake: Drain a No. 2 can of crushed pineapple. Combine pineapple with $\frac{1}{4}$ cup melted butter, $\frac{1}{4}$ cup brown sugar, and $\frac{1}{4}$ cup pineapple syrup. Spread in two 8 or 9-inch layer cake pans. Pour Pillsbury White Cake Mix batter over fruit. Bake at 375° F for 25 to 35 min. Invert for 5 min. Remove pans; cool. Decorate with quartered slices of pineapple. Serve as layer cake.



Milk is all you add

No eggs to buy. No flavorings or extras of any kind required. These are complete mixes. Finest ingredients money can buy.



Pillsbury Cake Mixes

WHITE...CHOCOLATE FUDGE...GOLDEN YELLOW



TEACHER ARNOLD LAZARUS BEATS TIME AS CLASS CHANTS LETTERS OF A WORD WHOSE SPELLING TRIPS TEEN-AGERS. AT LEFT IS HIS THREE-WORD MOTTO

SMARTEST ENGLISH CLASS

A California high school teacher produces bright scholars with unpedantic antics

In taking a nationally standardized English achievement test for 10th graders last month, a Santa Monica High School class scored an unheard-of average of 99. Since the national grade median is 50, the 19 boys and girls can call themselves just about the best high school English class in the U.S.

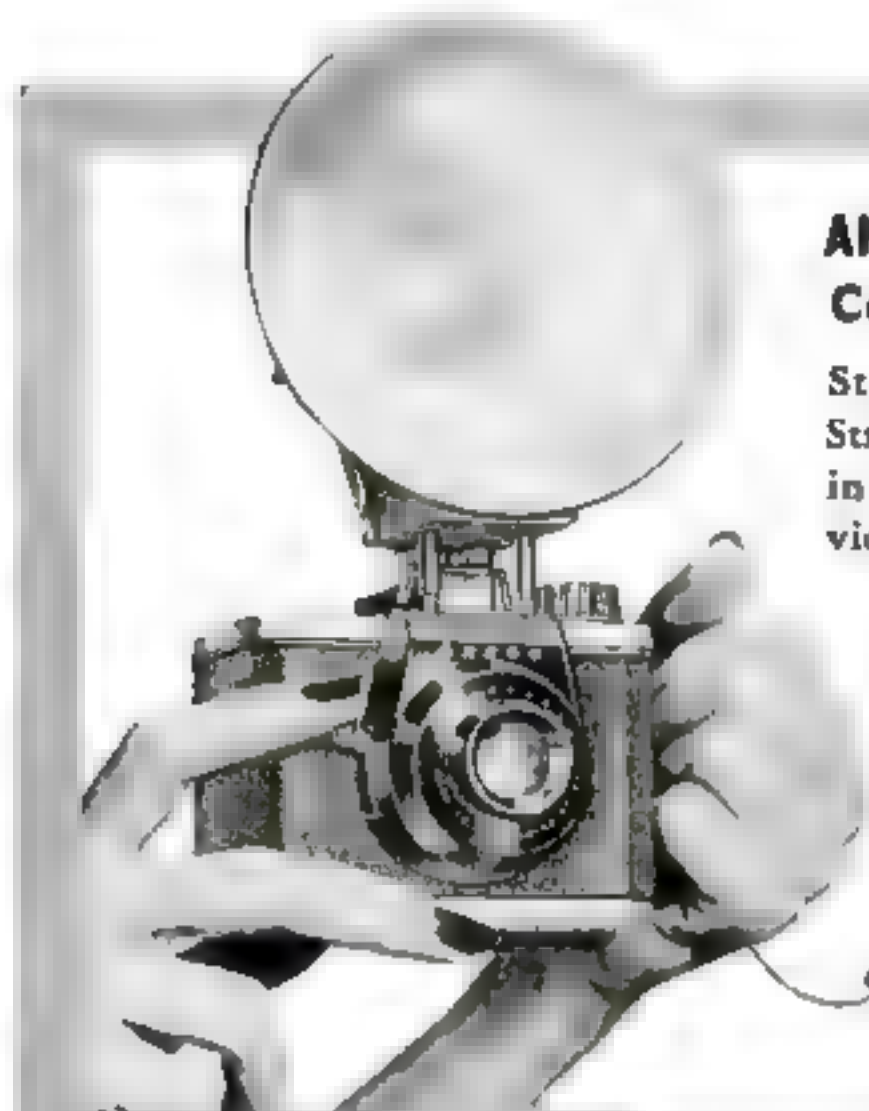
They are also one of the most conventionally taught English classes in the U.S. Their inventive teacher, Arnold Lazarus, uses 102 teaching devices. His students learn spelling

through a kind of baseball game, grammar through a variation on bingo (*next page*). He makes them keep journals so they will get practice in writing things down every day, has them go through mock telephone conversations in class so they will learn to make sense in everyday talk. The subjects of their essays are always something close to the students' immediate interests—hot rods, atom bombs, love. The whole idea is to teach English by using it to express and explain the diverse and

consuming passions of the teen-age world itself.

Lazarus, who originated some of his devices and borrowed the rest, is not surprised by what happened when he pepped up his class this year. He knew all along that once he got his excited 15-year-olds "reading, reacting, recording" they could be coaxed into reading and thinking about books they would otherwise shun. When the test proved how far he has coaxed them, one boy said, "It sure is a relief to use your mind as well as your pencil."

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ANSCO READYFLASH CAMERA Compare These Features!

Sturdy, life-time construction! Streamlined, modern design. Built-in synchro-flash shutter. Eye-level view finder. Makes 8 album-size $2\frac{1}{4} \times 3\frac{1}{4}$ " pictures on size 620 film! It's the lowest-priced nationally advertised flash camera you can buy!

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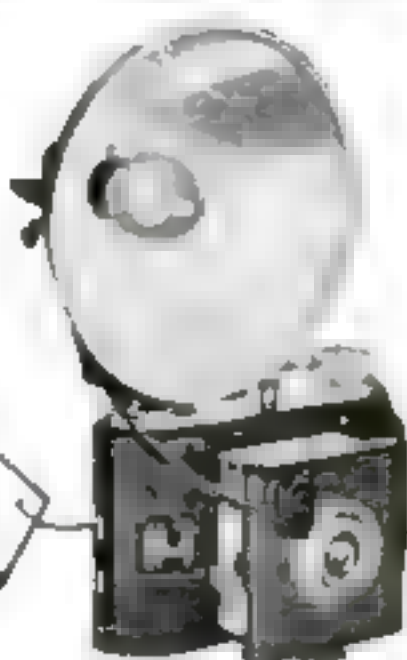
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SMARTEST CLASS CONTINUED



"LINGO" is grammar game. As teacher reads sentence, students put buttons on marked cards to identify parts of speech, shout "Lingo!" when card is full.



BASEBALL BEE eases spelling. Batter Barry Woods (left) has just struck out for misspelling "connoisseur" thrown by pitcher, Bob Pride (right).



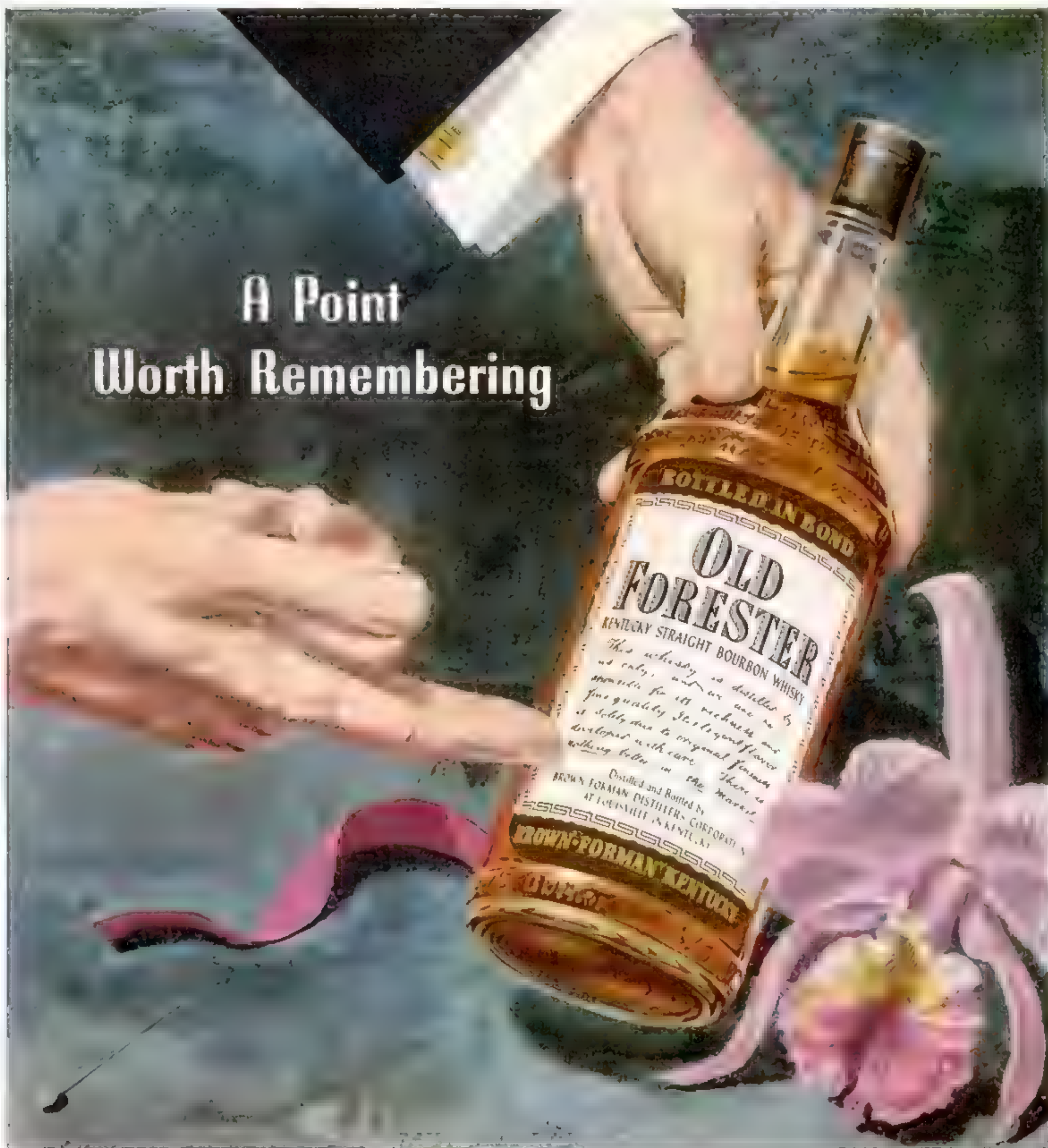
TELEPHONE TALK is exercise in clear conversation. Class criticized Don Brumbaugh (left) for "overselling" auto tires to stranded motorist, Bill Barks.

CONTINUED ON PAGE 85

AS IT SAYS ON THE LABEL:

"There is nothing better in the market"

A Point
Worth Remembering



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cosmetic counters... says **SUSAN SMART†**

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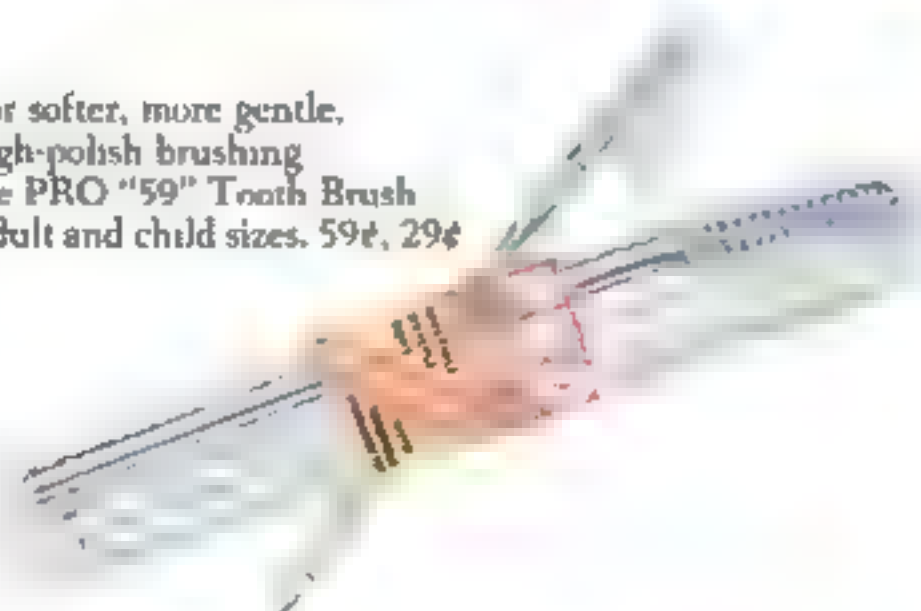


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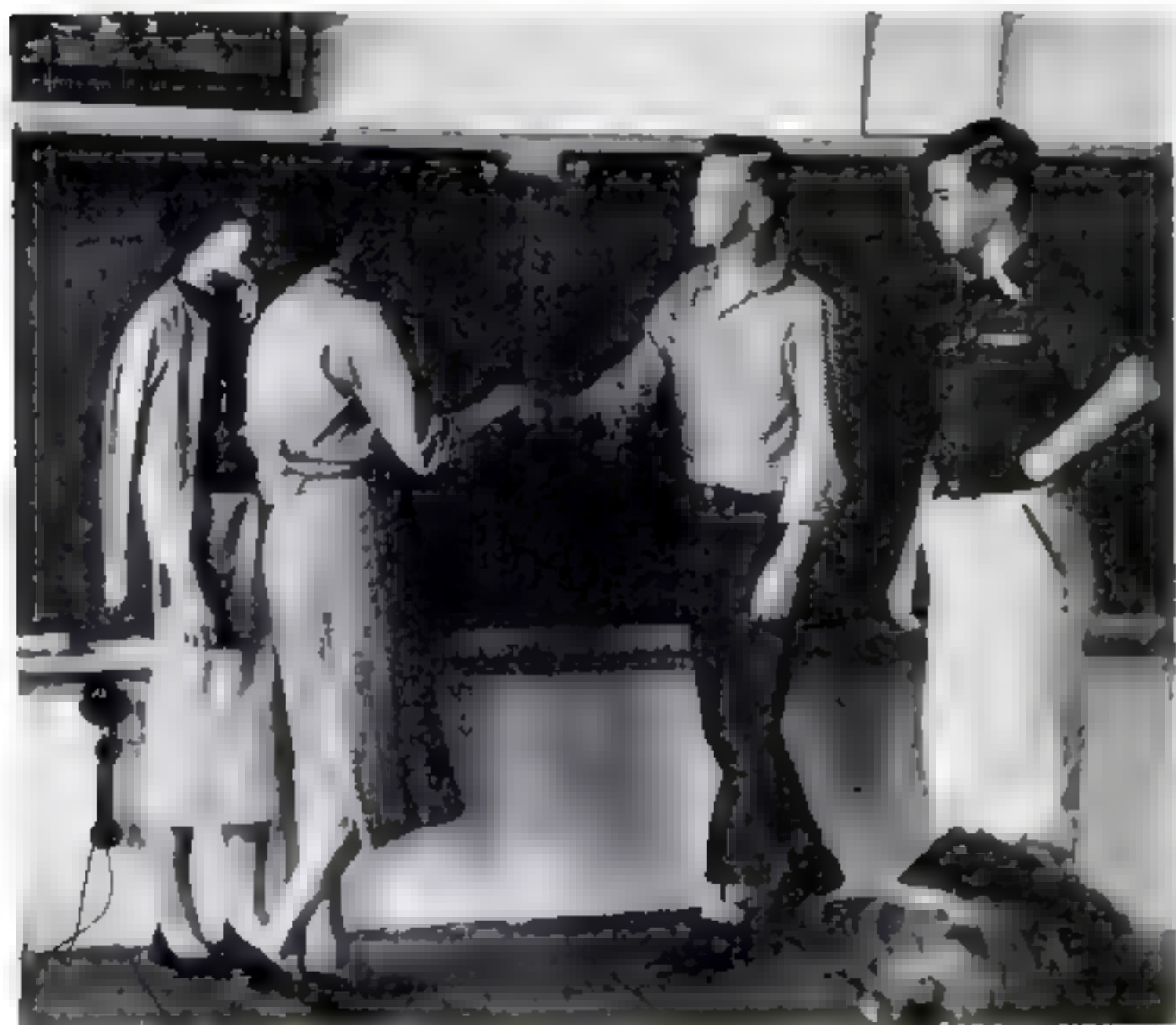
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New Pink 'n Sassy-Pink 'n Sweet... two luscious **CUTEX** colors for Spring. Spillproof 15¢* Nail Brilliance 25¢*

*Plus Tax

†Woolworth's Shopping Reporter



INTRODUCTION of boys to girl, an exercise in speaking, is properly done by Murgy Gerber (left) who gave "strangers" information about each other.



GRAMMAR CHARADE, "Social climber hates penniless boys," is acted by Janice George. Players must guess parts of speech as well as acted words.

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ART



SKETCH OF SLAVE in several trial positions was made by Ingres in preparation for painting of an odalisque. This is one of 5,000 drawings owned by Montauban museum.

MUSEE INGRES MONTAUBAN



STUDY OF A GOWN served as guide to Ingres in painting the portrait of Baroness James de Rothschild. A painstaking artist, Ingres worked on the portrait for six years.



SELF-PORTRAIT at the age of 24 was painted while Ingres was still an art student in Paris but already a master of portraiture.

Ingres

FROM LIFE OF CRITICAL STORMS HE CREATED CALM, ELEGANT ART

Throughout his long life of 86 years, the 19th Century French painter Jean Auguste Dominique Ingres was seldom safe from storms of critical attack. His handsomely realistic portraits, languorous nudes and grandiose historical scenes were condemned by one set of critics for being too revolutionary, by another for being too old-fashioned. Today almost everyone accepts and admires Ingres. The cool mastery and perfection of his art are universally acclaimed by critics, and this year across the U.S. the public has flocked to a major show of his paintings and drawings, sent over from the Ingres museum in Montauban, France.

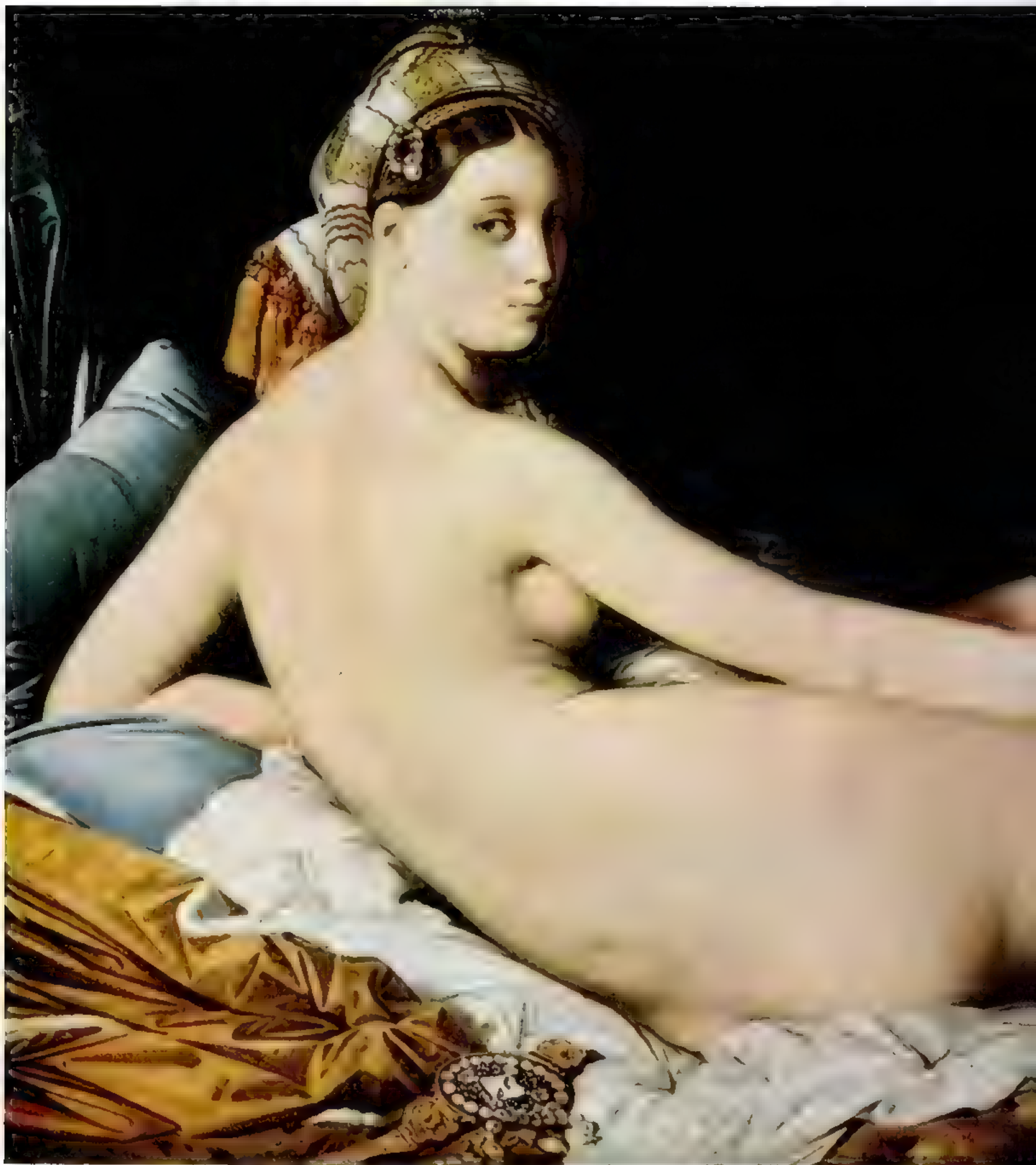
Such an honor would have gratified Ingres, who was acutely sensitive to the scorn of his contemporaries. The son of a house decorator of Montauban, he went to Paris at the age of 17 to study with the great neo-classic painter David, whose style was based on antique art. But Ingres rebelled against David's rigidity and in 1806 went off to Italy to develop further a style of his own, based on nature and governed by a lyrical feeling for the beauty of line. The works he produced were so abused by David's followers in France that for 18 years the artist stayed away from his native land, eking out a bare living painting portraits and making hundreds of fine-lined drawings of society notables (p. 91). These exquisite sketches, tossed off as potboilers, are now numbered among the artist's masterpieces. By 1824 Ingres began to win recognition in France, but late in life ran into new attacks by the romantic and realist schools. He retreated again to Italy. Only after his death in 1857 did his critics perceive that he had created a calm and elegant art above the fashions of the times, in harmony with the great traditions of Western painting.



MUSEE DU LOUVRE

MLLE. RIVIERE, the daughter of a rich government official, posed for Ingres when he was 25. At 75 he still considered the cool, limpid portrait his finest work.

CONTINUED ON NEXT PAGE



ODALISQUE, today one of Ingres' most famous works, was scorned when it was exhibited in 1819. Neoclassic painters denounced it as grossly realistic, while the new romantic artists criticized it as too formal and unromantic. Actually the painting was a masterful blend of the old and new styles. Like the romantics,



MUSEE DU LOUVRE

Ingres chose to paint a sensual nude in an exotic setting of Turkish pipe, fan and jeweled turban. But like the classicalists, he emphasized the scene's formal patterns, contrasting the nude's long lines with the intricate folds of her drapery and creating a serene, decorative composition out of a voluptuous subject.

CONTINUED ON NEXT PAGE



THE ARTIST GRANET met Ingres when they were studying under David. Later they both worked in Rome where Ingres, in 1807, painted this portrait against a background of ancient aqueduct and buildings. The now-forgotten Granet soon became popular for his heavy, studied art while Ingres was ignored.

MME. LUCIEN BONAPARTE, wife of one of Napoleon's five brothers, lived with her large family in Italy. There in 1815, a few months before she gave birth to her sixth child, Ingres made this portrait in lead pencil, catching with exquisitely fine strokes her soft gaze and the relaxed, yielding contours of her body.



Misses Bon.



A MASKED SHREW, $1\frac{1}{2}$ INCHES LONG FROM TIP OF ITS NOSE TO THE BASE OF ITS 2-INCH TAIL, NERVOUSLY CLINGS TO THE FOREFINGER OF ITS HUMAN CAPTOR

THE TESTING OF THE SHREW

Scientists study unique physiology of the world's tiniest mammals to learn their secrets of survival

Except for some other kinds of shrews, the masked shrew is the smallest of all living mammals. Fur and all, it weighs just one-tenth of an ounce, less than a penny. Imperiled by a host of larger enemies and by extremes of cold, it leads a precarious life. Yet despite its handicaps the shrew has survived for 100 million years. Now scientists sponsored by the U.S. Armed Forces are studying its survival secrets, hoping to apply them to human existence in harsh environs, such as the Arctic.

The shrew's hectic fight for life begins at age

one month, when it is tossed out of the family nest. Darting about, dodging blades of grass, it engages in grim and unceasing search for food. It has poor eyesight, sometimes finds itself outweighed by its prey. Even a worm can knock it down. Yet when hungry, as it nearly always is, it attacks larger animals and insects (p. 95), for each day it must eat one and one-half to four times its own weight.

Wary of traps, the shrew has rarely been studied. When caught it is too tiny to be tested with standard apparatus, and any sudden noise

may make it lie down and die. The shrew above was caught by Drs. Peter Morrison and Fred Ryser of the University of Wisconsin. Using special equipment, the scientists learned that the shrew is kept warm by its high metabolism: it breathes 850 times a minute, 55 times as fast as a man, and its heart beats 800 times a minute. During periods of extreme cold, its metabolism skyrockets even higher, which explains why the shrew eats so much. It also may help explain why it dies of old age after only about a year of fast-paced, gluttonous life.

CONTINUED ON PAGE 35

Good taste . . . **IS A WAY OF LIFE**

Cradled in appreciative hands, a drink made with Kentucky Tavern points up that welcome pause at the end of a day. Those who make good taste a way of life have honored Kentucky Tavern for generations as the whiskey with a vigor all its own—truly “The Aristocrat of Bonds.”

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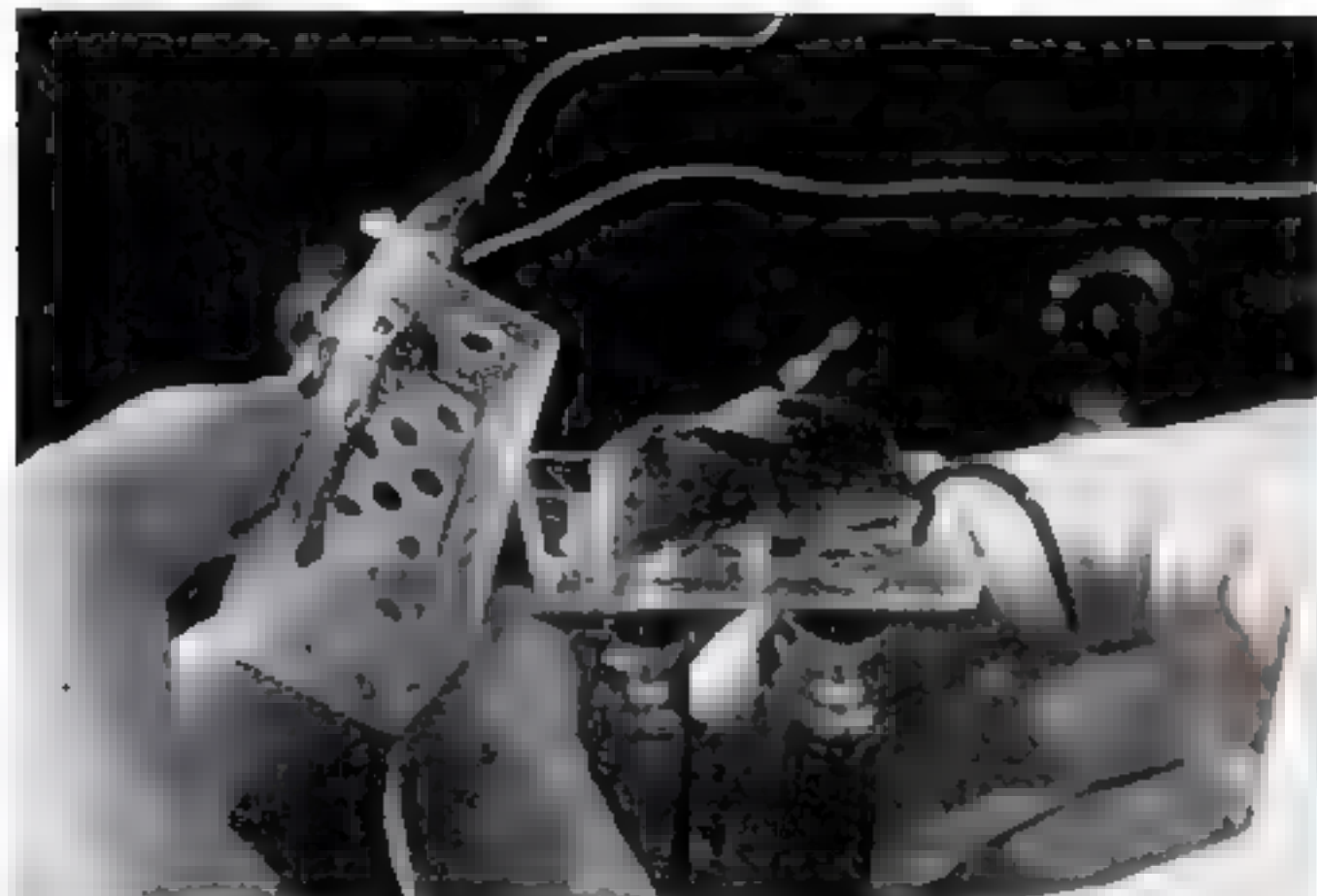
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Shrew CONTINUED



TO RECORD HEART BEAT a shrew is put in a plastic cage. Its feet touch electrodes in cage floor which transmit heart vibrations to electrocardiograph.



SHREW HUNTER Dr. Fred Ryser holds newly captured shrew, which had been unable to resist the peanut butter and bacon bait in the scientist's trap.



CHARGING A COCKROACH, a hungry shrew bares tiny teeth for battle. Shrews do not like taste of roaches, but will die if without food for six hours.

CONTINUED ON NEXT PAGE



REACHING FOR A TOP-RUNG VALUE? Here's one you can't brush

over lightly. Whether you're an airborne bucket brigadier or a chairborne Rembrandt, you'll like the soft, gentle support of Hanes Fig Leaf briefs.

Double-panel seat and heat-resistant elastic in waist and legs weather more wear. Size-fast, of course. 89c to \$1.10; boys' 55c to 69c. The Hanes undershirt is tops in value, too. Full-cut, highly absorbent cotton gives smooth comfort. 75c to 95c, boys' 49c to 59c. **To get more than you bargained**

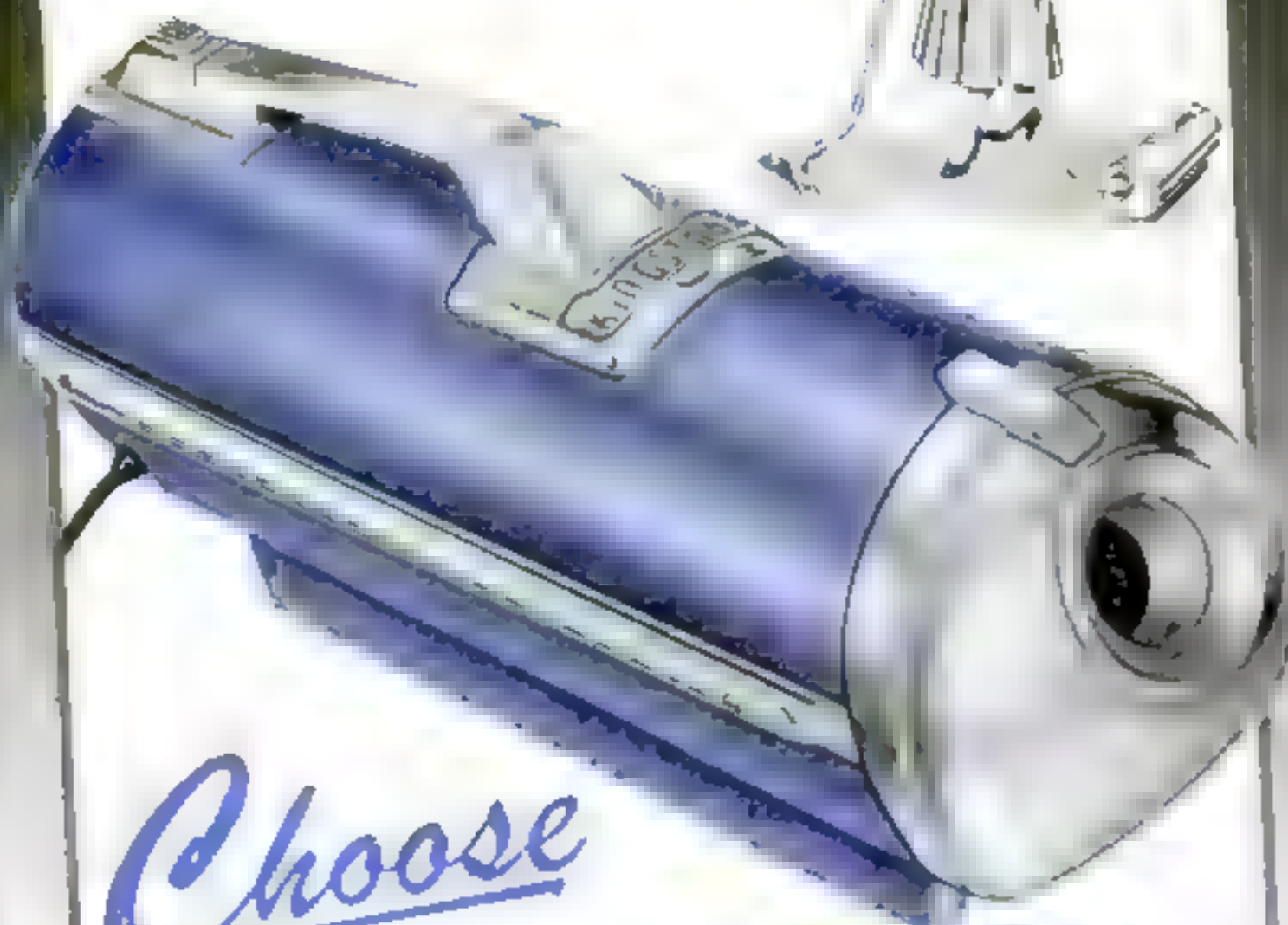
for in underwear, sportswear, sleepwear, be sure

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.

THE NAME'S



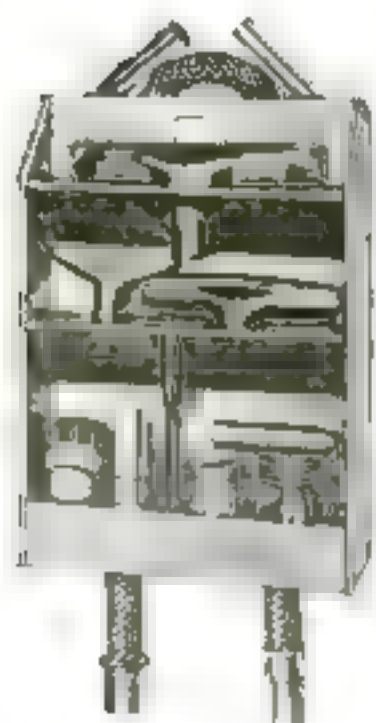
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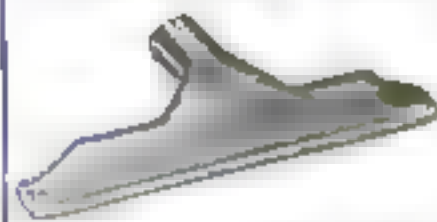
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A FRANTIC SHREW tries to get out of a chemical measuring cylinder. In this photograph the masked shrew is shown almost twice its actual size.

Flavor Farmer!

The Green Giant works on his favorite flavor project
—tender Niblets Brand whole kernel corn

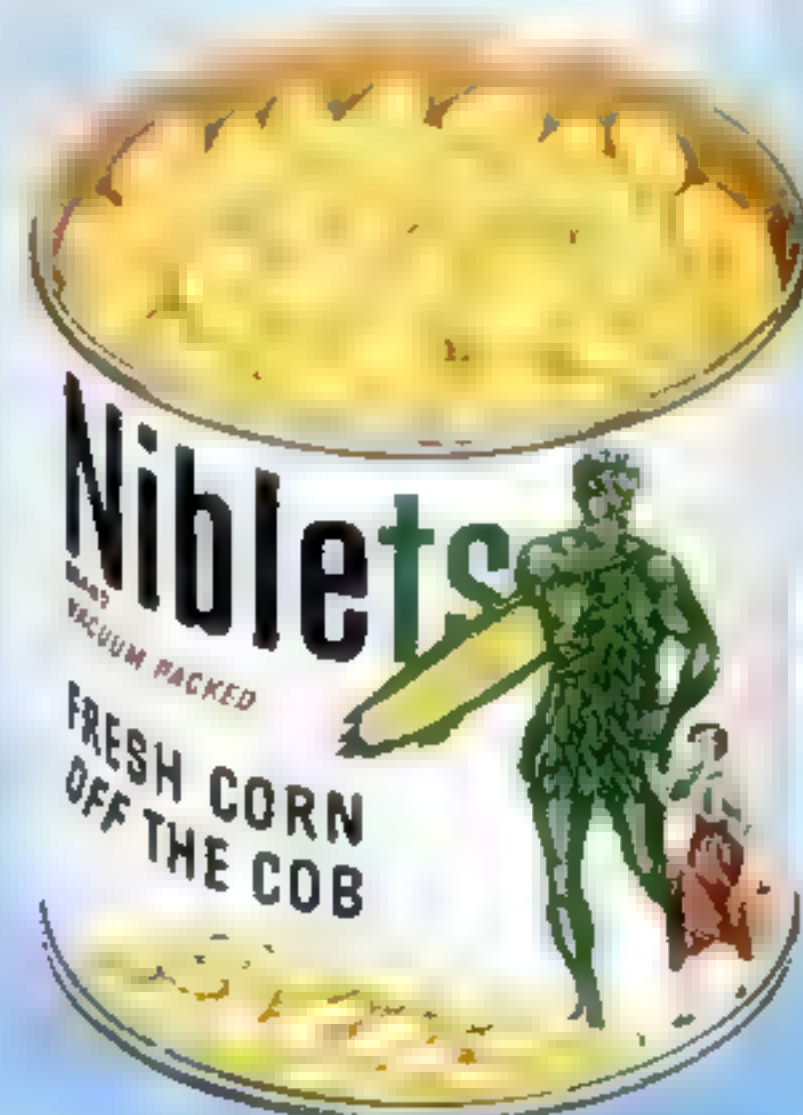


Even if you had your own cornpatch, you couldn't give your corn the tender care the Green Giant does. He watches over each growing field until his pedigreed kernels (exclusive D-138 breed) have stored up all the flavor their tender skins can hold. That's the *fleeting moment of perfect flavor*—the signal for the Green Giant to pick and pack his baby corn into Niblets Brand cans. Say, aren't those golden kernels just what your appetite is calling for?

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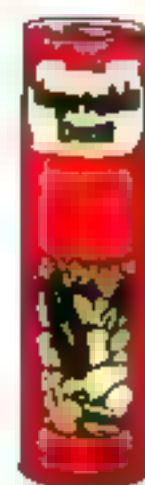


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Why let hungry slugs and snails
Eat up your tiny shoots?
BUG-GETA sprinkled once a week
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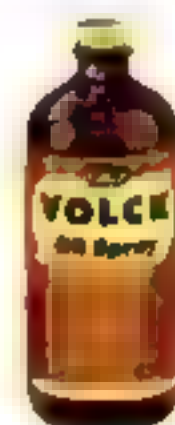
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Grow great big, healthy vegetables
Don't fear the bugs and blight
This handy dust will save your plants
And guard 'em day and night.



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To keep shrubs green and lovely
Kill mites that turn them brown
VOLCK Oil Spray does the trick—
Ask the experts in your town.



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Harvest luscious fruit this year
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Just use this multi-purpose spray—
Protect each juicy bite.



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You simply can't go wrong.



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This 3-way care in one
Kills weeds, feeds lawns too
Just spread it on...it's fun!



9

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Your lawn can be weed free
Just treat it with this handy spray
It's simple—you'll agree.

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Condition it with ORTHO-TIL—
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Kansas City, Mo.—Macy's Dept. Store
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& Hardware
White Plains, N.Y.—Handelman's—The
Garden Center
Wichita, Kansas—The Ross Seed Co.
Wichita Falls, Texas—Central Feed &
Seed Store
Woodbury, L.I.—Miller's Pleasant Farms
Yankton, S.D.—Gurney Seed & Nursery
The Kilgore Seed Stores of Florida
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How to take out STAINS

USE RINSO AND FOLLOW THESE EASY DIRECTIONS

If you have ever used Rinso in your washer, you've probably noticed that it gets clothes exceptionally *white*. This is due to the **SOLIUM** in Rinso.

What many women *don't* know is that Rinso also works like a charm on most common *stains* — if you know how to go about it. Here are some simple, tested hints from the scientists at Lever Brothers Company. Be *sure* fabric is colorfast and washable before following these directions.

1. GREASE & OILS. Use warm Rinso suds. Put plenty of Rinso on stained part, rub between hands.

2. BLOOD. Soak in cold water until stains turn light brown, then wash in warm Rinso suds.

3. COFFEE & TEA. To remove fresh stains, pour boiling water on stain from 2- or 3-foot height, then wash in warm Rinso suds. If any stain remains, dry in sun or use bleach. Do not bleach silk or wool.

4. GRASS. Use hot water and Rinso, rubbing well. If stains remain, use bleach. Once again, do not bleach silk or wool.

5. OIL PAINT, VARNISH, ENAMEL. Remove fresh stains from washable materials by washing with plenty of Rinso suds. If stain has dried, soften it first by rubbing in Spry, lard or vaseline.

6. MILDEW. Rinso suds will remove very fresh mildew stains from washable materials. Drying in sun helps bleach spots. If stain remains, use bleach except on silk or wool.

7. INDELIBLE LIPSTICK. Work vaseline or lard into stain. Then sponge with cleaning fluid. Remove any ring which may remain by laundering in Rinso suds. On rayon and colored materials, use 1 part alcohol to 2 parts water. Then launder with Rinso.

8. CHOCOLATE & COCOA. First scrape off excess with dull knife, then launder in warm Rinso suds.

9. CHLOROPHYLL. Wash with warm Rinso suds, If stain remains, use bleach except on silk or wool.

10. SCORCH. Use Rinso suds to remove slight stains from washable materials. Dry in the sun a day or two.

11. TOMATO JUICE, CATSUP. Sponge thoroughly with cold water, then work glycerine into stain, let stand half hour. Then wash in Rinso suds.

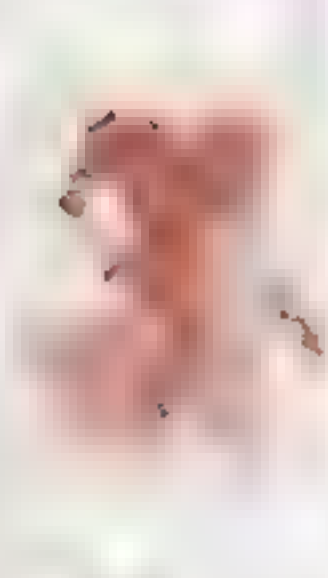
12. SHOE POLISH. Sponge thoroughly with plenty of Rinso suds.

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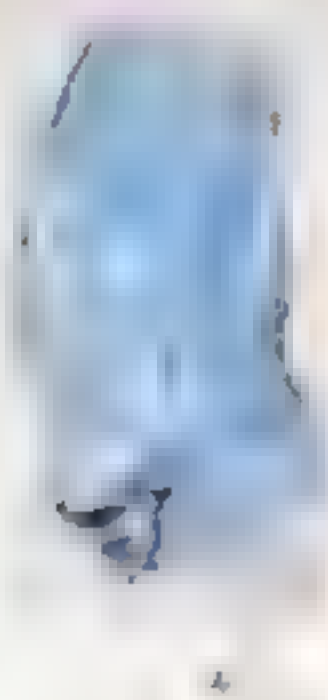
2. BLOOD



3. COFFEE & TEA



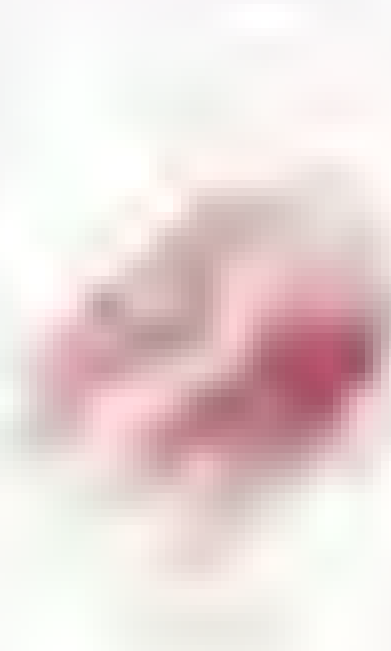
4. GRASS



5. OIL PAINTS



6. MILDEW



7. INDELIBLE LIPSTICK



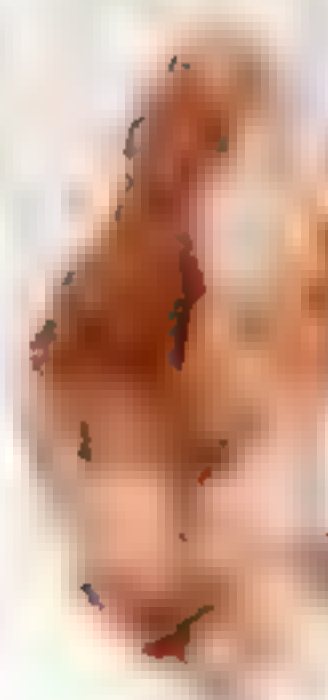
8. CHOCOLATE & COCOA



9. CHLOROPHYLL



10. SCORCH



11. TOMATO JUICE



12. SHOE POLISH



THREE CONVICTS (DARREN MCGAVIN, WALTER SLEZAK, JEROME COWAN) FIND A GIRL WHO HAS SWOONED FROM LOVESICKNESS AND RESOLVE TO HELP HER

HAVING WONDERFUL CRIME

Sinners turn into saints in 'My 3 Angels' and bring joy to a shopkeeper and his pretty daughter

One was an embezzler. The two others were murderers. All three were inmates of a prison farm in French Guiana, who were turned loose at Christmastime to repair the roof of Monsieur Ducotel, a humbling little local merchant. Overnight the three scoundrels, imbued with holiday spirit, became three guardian angels,

gaily committing crime after crime to set things aright for poor old Ducotel and his pretty, lovelorn daughter.

With this jovially amoral theme, the play *My 3 Angels* by Albert Husson became a Paris hit. Now adapted by Sam and Bella Spewack and directed by José Ferrer, it is successfully

convincing Broadway playgoers that crime can be beautiful. Though the play's audacity wears a little thin towards the finish, the acting holds up well. Best of the lot comes from the massively cherublike Walter Slezak (see next page) as the master embezzler, who waddles around irresistibly on his felonious errands of mercy.

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Wonderful Crime CONTINUED

PLUMP SLEZAK IS CHAMP SCAMP



KINDLY CROOK is acted by Walter Slezak, once a noted operetta tenor and movie actor. Here he gleefully pinch-hits as a salesman for a poor merchant and manages by his glib gab to sell a frumpy frock at a handsome profit.



BENIGN VILLAINY is practised again by Slezak who draws false graph to prove business is booming so the little shopkeeper (Will Kuluva) will not be fired by the hateful man. Troichard (Henry Daniell, left), who owns the store.

CONTINUED ON PAGE 104

America's Finest



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This new streamlined beauty with its gay Ben-Hur Blue color trim offers full 20 cubic foot capacity — in surprisingly little floor space! New features include: Open shelves for easy food storage and handling, clever "Juice Bank" shelves in the door for small packages, handy utility-shelf, built-in door lock, full hermetic sealing — and many others. It's "America's Finest" Upright Freezer in design and performance. Ben-Hur Mfg. Co., Milwaukee 12, Wisconsin.



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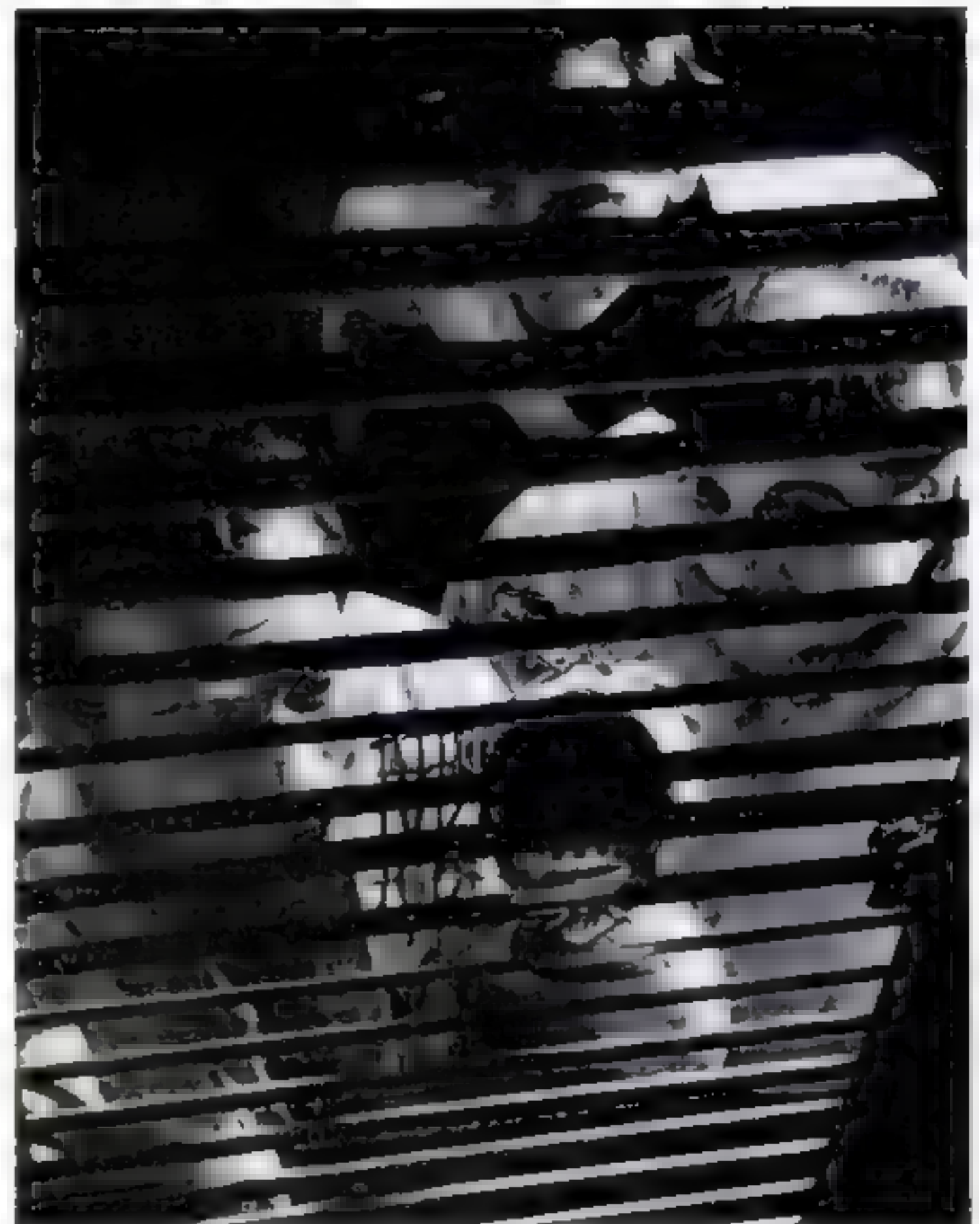
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ANOTHER KILLING occurs when the convicts sit by as Trochard's no-good son, whom storekeeper's daughter loves, also dies conveniently of a poisonous snake bite.



HAPPY ENDING finds storekeeper's daughter, rid of her unworthy suitor, about to meet eligible naval officer in an encounter engineered by convicts.



"First Fine Day of Spring," by John Gurnam Number 81 in the series "Home Life in America"

In this friendly, freedom-loving land of ours—Beer belongs . . . enjoy it!

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
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WIDE NEW RANGE is shown here. In foreground: left, plaid dress and stole (Jonathan Logan, \$12.95); right, striped shirt and shorts (\$13 and \$9, by Emilio

for John Miller); background: left to right, sequin-trimmed print dress (David Hart, \$50); striped coat (Bagedonow, \$10); jacket and pants (\$11 and \$9, by

Bye, Bye Blue!

DENIM HAS COME A LONG WAY FROM JEANS

The only reason for saddles in the picture above is the almost bygone tradition that associates denim largely with a cowboy's faded blue jeans. All the brilliant-colored clothes around the saddles are denim but hardly recognizable as such. In its new neotrigit range the cloth



Loote of Drewyn): striped skirt and halter (\$8 and \$3, by Korlay); shirt and skirt (\$6 and \$3, Beacon Hill); strapless top (\$13) and pants (\$20) with organdy sash

(\$20), all by Sara Neary, Scottsdale, Ariz. Denim's name comes from *serge de Nîmes*—a town in southern France, where it was woven for peasants' work clothes.

is used for sports, street and evening wear.

With far more durability at a low price than most cottons, denim is a tightly woven cloth which, in the past, was almost invariably made with a white horizontal thread and a heavier vertical thread of indigo blue. In standard

weight it was popularized in the U.S. by Levi Strauss who in 1852 began manufacturing the blue denim pants which made his first name a national institution. Later it became snobbishly fashionable among sailing and gardening enthusiasts who demanded a faded, worn-out look

even in brand new clothes. The new bright-colored denims in stripes, plaids and prints are lighter but still tough fabrics. It has taken a full century to move the useful cloth from levis to the ultimate in denim, the sequin-trimmed floral print evening dress shown above.

CONTINUED ON NEXT PAGE

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QUICK! CHEF BOY-AR-DEE®



SPAGHETTI and MEAT BALLS

ready to heat! real Italian style!

You'll almost think you're eating in an Italian café when you dig into this delicious dish!

Tender, *tasty* spaghetti. Wonderful tomato-rich sauce, made by the Chef's real Italian recipe. Meat balls—braised, brown and juicy. Two cans make four hearty servings. Try it soon!

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ABOUT 15¢ A SERVING



SIDE-SWIPE STRIPES make halter which bares one shoulder (White Stag, \$4.50) of gold-toned denim, dressed up with a gold belt and earrings.



COCKTAIL COAT in white denim with a black velvet collar (JLF Original, \$29.95) is more tailored than the striped one shown on cover and page 106.

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Model VF-113, 11 cu. ft.

Great new advance now makes
freezers air-tight, cold-tight!
Prevents outside sweating and
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GRAND PRIZES

HAPPY CEMETERY basks in prestige he has acquired as President's caddy. As for its monetary reward, Cemetery declines to discuss his tips. "Let me just say," he adds, "that it is no fortune. But it is very pleasing to me."

CADDY TO A PRESIDENT



Death-defying drummer nicknamed 'Cemetery' tells of his boss's skill, habits—but not his score

by EUGENE KINKEAD

It was a seasonably mild evening in Augusta, Ga. The air had the freshness of imminent spring, and a festive spirit lay over the town. As dusk deepened into the Southern dark, the Neon-lighted fronts of nightclubs and taverns along Sand Bar Ferry Road glimmered and winked in a hospitable way, and trade was brisk. At 9 o'clock in Rich's Club, a rather commodious spot with oval bar, dance floor and three-piece orchestra, two Negro musicians, a pianist and a singer, dressed in blue coats, white shirts, and black ties, climbed onto a dais by the dance floor to start entertaining the white patrons until one o'clock in the morning. The third member of the trio, the drummer, was missing. His absence was particularly noted by the customers, most of them workers at the H-bomb plant across the river in South Carolina. They grumbled and fumed a little.

"We want Cemetery!" one finally called. "Where's that boy?" The call was taken up by others.

At a quarter past nine a dignified, middle-aged, middle-sized Negro with a wizened countenance suddenly appeared on the bandstand. He was 5 feet 6 inches in height, 135 pounds in weight, 49 years old, and his hastily donned costume was a trifle askew. Taking the mike from the singer, he held up one hand for silence. "I apologize to you folks for being late 'cause I know you-all been waiting for me to play," he

said a little breathlessly. "But, ladies and gentlemen, I been unavoidably detained by the President of the United States."

"Yeah, Cemetery!" called a man.

There were cheers, loud laughter and applause.

The newcomer released the mike, took his chair and his wooden drumsticks, bent low over the drums, and, at a signal from the pianist, the now completed trio promptly launched into a smooth rendition of *Chattanooga Choo Choo*.

Wilie Frank Perfect, whom few people in Augusta call anything other than Cemetery or Dead Man, is President Eisenhower's official caddy when the Chief Executive takes his widely publicized golfing vacations at the Augusta National Golf Club there. Every indication is that these holidays will be as frequent during the next few years as the pressure of White House work will permit. Eisenhower has conclusively demonstrated that he enjoys few things more than pursuing his favorite pastime over a course generally conceded to be the loveliest and one of the most taxing in the country. That very day, for example, the President had flown in from Washington during the late afternoon and was so eager to play that he changed his clothes, went out on the links and completed seven holes, virtually ending his sport by moonlight and thus unavoidably detaining Cemetery from his nighttime

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STARTING A ROUND, Cemetery gives Ike handful of balls for the extended practice the President goes through to warm up.

PRESIDENT'S CADDY CONTINUED

occupation. The President's enthusiasm for the spot is such that plans are now going forward for the erection of a special cottage to house him during his coming stays at the club on a site off the fairway near the tenth hole of the course. Cemetery hopes nothing interferes with these plans.

"We have been affiliated now five years," he says. "I don't know how the General feels about this matter, but I sure am proud. The General say I bring him luck, and I mighty hope that's so." Cemetery has been so used to calling Eisenhower "the General" that only on the most formal occasions does he ever remember to describe him as the President of the United States. Their affiliation began in 1948, when Eisenhower made his first visit to the course. The club's caddy master is a large man, generally known as Eleven. "For somebody as important as General Eisenhower, I knew I had to get him a reliable caddy," Eleven said. "None of the no-count boys we get so frequent applyin' for caddy jobs 'round here, some of them smelling just like they come out of a whisky barrel. Cemetery, now—he's mature. He's got sense. And he plays golf. Does right well in the caddy matches in the evenings after the members gets off the fairways. Knows the course and he knows his clubs. So I give the General Cemetery. 'Cemetery,' I say, 'you do right well out there. You hear?' When the General come back, I says, 'General, how you like that boy I give you?' An' the General say, 'Eleven, he was fine.' So him and Cemetery been together ever since."

Unaccustomed early hours

ON Eisenhower's golf mornings Cemetery has somewhat less than his usual quota of sleep. He gets to the Augusta National shortly after 8 a.m. and changes into the club's prescribed caddy uniform of green denim coveralls and a peaked green cap with yellow button and visor. This is in contrast to his usual custom which is to start at 1:30 in the afternoon, in deference to his late evening hours. "But that's all changed when the General's here," says Cemetery. "He's an early starter. 'Long 'bout 8:30 I know he'll be coming 'round the clubhouse asking for me. First thing I do is give him the bag with his 40 practice balls. He goes to the practice tee with Mr. Ed Dudley, the club pro, and warms up there, practicing his various shots. He'll go through that bag of balls three or four times, I reckon. I stand out on the fairway and shag them for him, rustling this way and that. He listens mighty particular to everything Mr. Dudley say about his shots till he feels he's had enough practice. Then we start out on the course."

Ike carries the usual assortment of 14 golf clubs, plus one additional one. For the enlightenment of nongolfers, these are the eight irons, numbered from two to nine; the four woods, from one

CONTINUED ON PAGE 114



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PRESIDENT'S CADDY CONTINUED

to four; the putter; the wedge, a sort of dual purpose iron which is used either as a regular iron or for blasting out of sand traps; and the extra club, which in Ike's case is a No. 5 wood that he often employs when a long iron shot is indicated. Roughly speaking, each averages a pound in weight and the ensemble, with the bag and balls, comes to about 25 pounds, which Cemetery totes with practiced agility up hill and down dale for the 18 holes that the President customarily plays both in the morning and again in the afternoon. "He takes his time on the hills," says Cemetery, "and he sits on the bench when the other players is teeing off, which is sensiblelike for conserving the strength. But he never complains about the heat or says he's getting tired like I've heard some other gentlemen do."

Certain holes on the course especially suit the President's game. No. 6 is an example. "That's a 170-yard, par-three hole," says Cemetery. "He always does well there. Usually par. He drives with his No. 4 or 5 wood off the tee onto the green, and then he putts twice and usually holes out. Now No. 12—that's a dog of a different color. That's another short, par-three hole, 'bout 150 yards, but it's a water hole, and somehow or other he don't usually seem to play it so well. Last time he was down he told me, 'Cemetery,' he says, 'I ain't going to rest till I get safe and sound over that water every time.' And he won't, neither. The General is a mighty determined man."

It is Cemetery's opinion that the President is good with all his regular clubs. "And he's very good, too, with his wedge," Cemetery says. Then his puckered face becomes thoughtful, as though he is suddenly pondering historic memories. "That is," he says, "he is, at times. Just like any other person would be," he adds loyally.

Cemetery is full of admiration for the President as a golfer, particularly since Ike took up the game late in life and does not get unlimited chances to play. "Plenty of middle-aged gentlemen would show no kind of form worth mentioning under them circumstances," Cemetery says. "Since the President and I has been associated, I taken to learning up a little something about his life. He comes by sports easily, you can see that. He was on the West Point football team, like you probably know, till he hurt his leg. All this shows in the way he handles himself. Now you take fishing. He really mettlesome at that. I seen him hold a fly rod and stand on the shore of that little pond they got down there by the Jones cottage and flycast over the surface any which way he want to. Look like he could hit even the teeniest ruffle on the water 70 or 80 feet out. He's what you would call a bound'n true athlete, I guess."

Cemetery hopes the President will hear his trio perform in the very near future. "The General say he's willing," says Cemetery. "We expect to play for him and Mrs. Eisenhower over at the cottage next time they're down, if things can be arranged. I specially want them to hear my vocalist, Teddy Adams. He's tenor. And, man, he's solid!"

Origin of a nickname

CEMETERY acquired his colorful appellation, and its equally colorful alternative of Dead Man, as the result of a love affair in his youth. Cemetery, who was born in Augusta of parents whose forebears were long in Georgia, had been courting a certain girl rather steadily. Then he was forced to tell the damsel that he loved somebody else. "That was in 1922," Cemetery said. "I explained honestly why I couldn't marry her. And I thought that was the end of it. But not with that girl. She got two friends and them three wait for me with knives outside a place where I was drinking beer. It was dark when I came out and I didn't see them. And they laid aboard me. They didn't miss. Cut me up real bad. I started running, them after me, yelling like she-devils. I didn't yell, man. I was saving my breath. I run to a taxi stand, and a cabbie took me to the hospital. That was on a Monday night. They must have give me too much ether when they wanted to operate. Leastaways, that's my opinion. And I went off into a trance, like, for four days and they finally thought I was dead. They took me to a room in the morgue for an inquest on Thursday. Few minutes before the inquest I suddenly rose up, and that orderly ain't been seen 'round town since. Everybody say I cheated the cemetery so that's how come they all call me Cemetery or Daid Man 'round here."

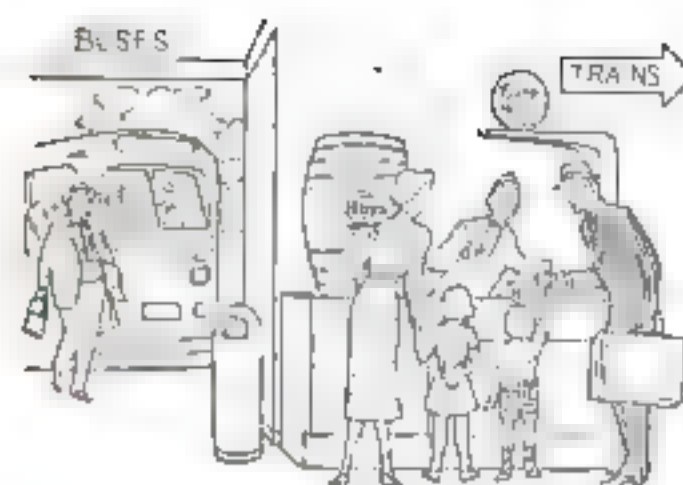
Later Cemetery married without incident. He is now a widower with two sons, one of whom lives up north and the other is serving with the Army in the Philippine Islands. Cemetery has very little time for other activities besides caddying and the band. Occasionally he does a spot of fishing in fine weather in the creeks around Augusta, but generally whatever free time he has

CONTINUED ON PAGE 11

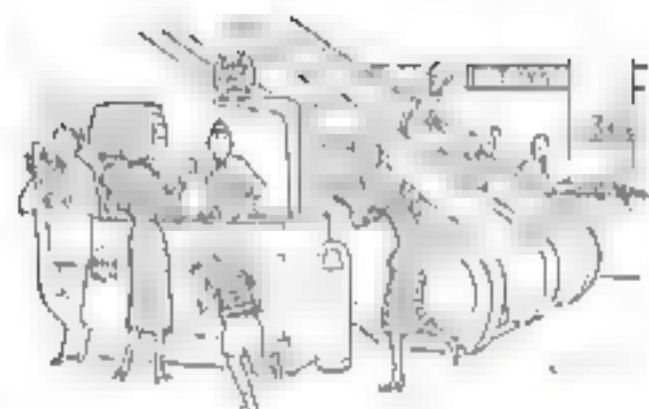
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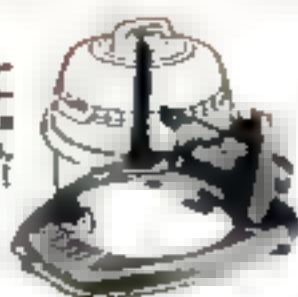
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PRESIDENT'S CADDY CONTINUED

he uses to catch up on sleep. Until President Eisenhower came along his great enthusiasm was music. "I've been playing music for some kind of money almost as long as I was head high to a drum," he says. "That's breath of life to me." Besides drumming, Cemetery sings some specialty numbers, a particular favorite with his audiences being a comic rendition of *Who Stole the Lock off the Hen House Door?*

Cemetery is a notable figure in Negro circles in Augusta. "He always been of the sporting fraternity, and highly visible on the horizon," one steady churchgoer said. "I wouldn't say he was no pillar of the community, but he's well known, no doubt about that, and specially so since he and the President been connected." Another acquaintance puts it more succinctly. "Cemetery's stepping in high cotton these days," he says. Despite his good fortune, Cemetery is a prime favorite among other caddies and he is generally recognized as one of the top half dozen in his craft at the Augusta National Golf Club, which is highly choosy in its standards for help. Cemetery gets certain consideration there because of his present position. For example, in the recent Masters tournament he was withheld from work. "We wanted to keep him fit and fresh for the President, who was coming in for a week just after the tourney," a club official explained.

When Cemetery caddies for Eisenhower, the President apparently finds little fault with him. "Once I remember," Cemetery says, "not long after the General first come down here, I was a few minutes late in the morning. I been caddying since 1936 and if I could go back over it I would say that is the late time I could best do without. But the General just josh me. He say, 'What's the matter, Cemetery? You took to keeping banking hours?'"

During play Cemetery usually hands out to the President the club he thinks right for the shot. Usually, but not always, the President accepts. "Generally I think my judgment's pretty good," says Cemetery. "But once I give him the five wood coming into No. 7 hole, and it was entirely too much club. He overshoots the green. 'You slipping, Cemetery,' he tells me. And I sure was—that time."

Cemetery's work with the President has not burdened him with state secrets. "They just talk small talk when they playing," he says. "Never anything important about what the country's going to do about this and that. And the General don't do too much of small talk. Sometimes he growls at himself if he misses a shot because he's real serious about his game. But generally he's easygoing and don't get excited. When he first came down here, and was on his game, he'd play in the middle 80s. Once, I think, he did 84. That was his best, to my recollection. But seems like this president's job done something to him. He ain't quite as relaxed as he once was. But I ain't saying nothing. You heard all about the secrets of the H-bomb. And how that is classified information—unfit for public information. Well, so far as I is concerned, the General's golf score lately is just the same—classified information."



AT HIS DRUMS Cemetery puts the cares of being the President's caddy behind him and beats out a fast one. He has played in local bands for 26 years.

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mildness—choose
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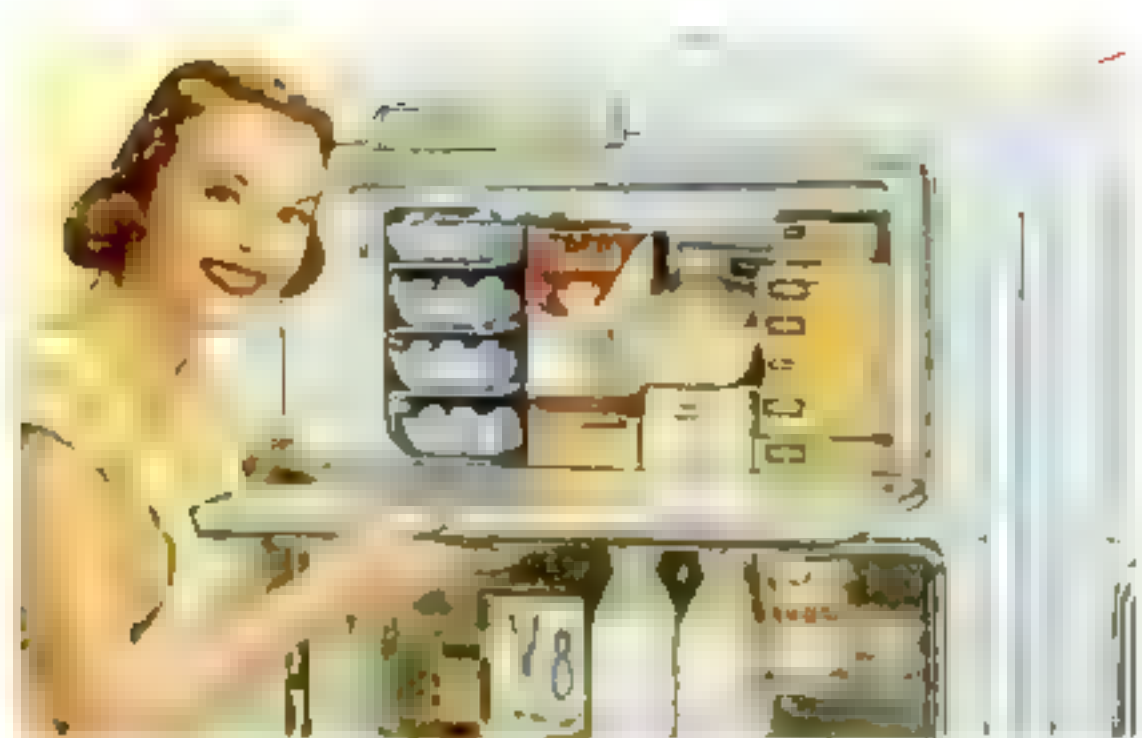


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Hill and Hill
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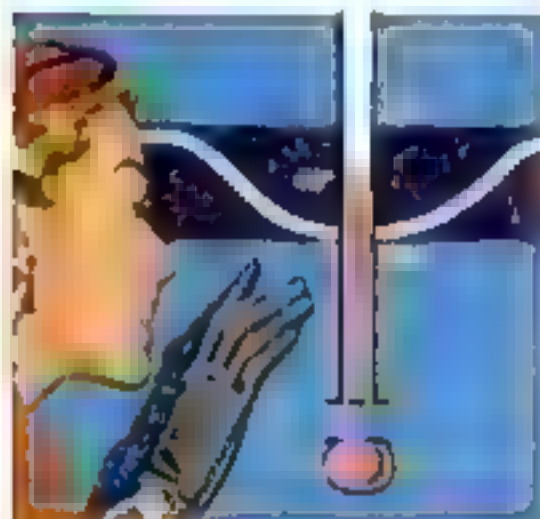


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Philco Model 839, with two ovens



PLASTER AND SEA-SHELL FEATURES ON THE SEVEN FACES ARE VARIED TO GIVE PORTRAIT LIKENESSES

OLDEST SCULPTURE PORTRAITS

Plaster-faced human skulls dating back to 5000 B.C. are found in the rubble of ancient Jericho

Digging into the debris of ruined houses and walls where the famous city of Jericho once stood, British and American archaeologists had nearly reached bedrock when they came upon seven curiously shaped, ornamented skulls. On the face of each skull was a layer of plaster, carefully sculptured into human features and painted to resemble flesh. Eyelashes had been added in black paint and in place of the eyes were slotted sea shells.

The scientists do not know why the sculptured heads were made. They may have been religious objects, skulls of conquered enemies

preserved as war trophies, or skulls of departed kings or ancestors, honoring the dead. But they are known to be nearly 7,000 years old, which makes them the oldest sculptured portrait busts in the world.

Discovery of the skulls, made by scientists led by British Archaeologist Kathleen M. Kenyon, caps a series of important finds made in the rubble of the old town, which around 5000 B.C. may have been the scene for man's first attempt at city living. Because a nearby spring made Jericho an oasis in a desertlike country, it was for 4,000 years the home for

one band of people after another. As each house and each city crumbled away or was destroyed, its successor was built on the ruins. The city's level gradually rose above the plain to become a high mound (*next page*).

Slicing through the mound's layers, the diggers have found a dozen styles of architecture, a variety of tombs, samples of food eaten in antiquity and at least 11 city walls. They have yet to find any traces of the most famous Jericho wall of all, which tribesmen led by the Biblical hero Joshua destroyed with trumpet blasts and loud shouts around 1400 B.C.

STILL LYING IN ITS 7,000-YEAR RESTING PLACE, ONE OF THE SCULPTURED SKULLS SHOWS DELICATELY MODELED PLASTER NOSE, EYEBROWS AND EYELIDS



CONTINUED ON NEXT PAGE



Smooth Sailing Ahead!



"THERE'S ALWAYS SMOOTH
SAILING WHEN WE'RE
ABOARD, WHITEY!"

"AYE, BLACKIE.
FOLKS WHO PUT
FLAVOR FIRST CHOOSE
BLACK & WHITE SCOTCH
WHISKY. ITS QUALITY
AND CHARACTER
NEVER CHANGE!"



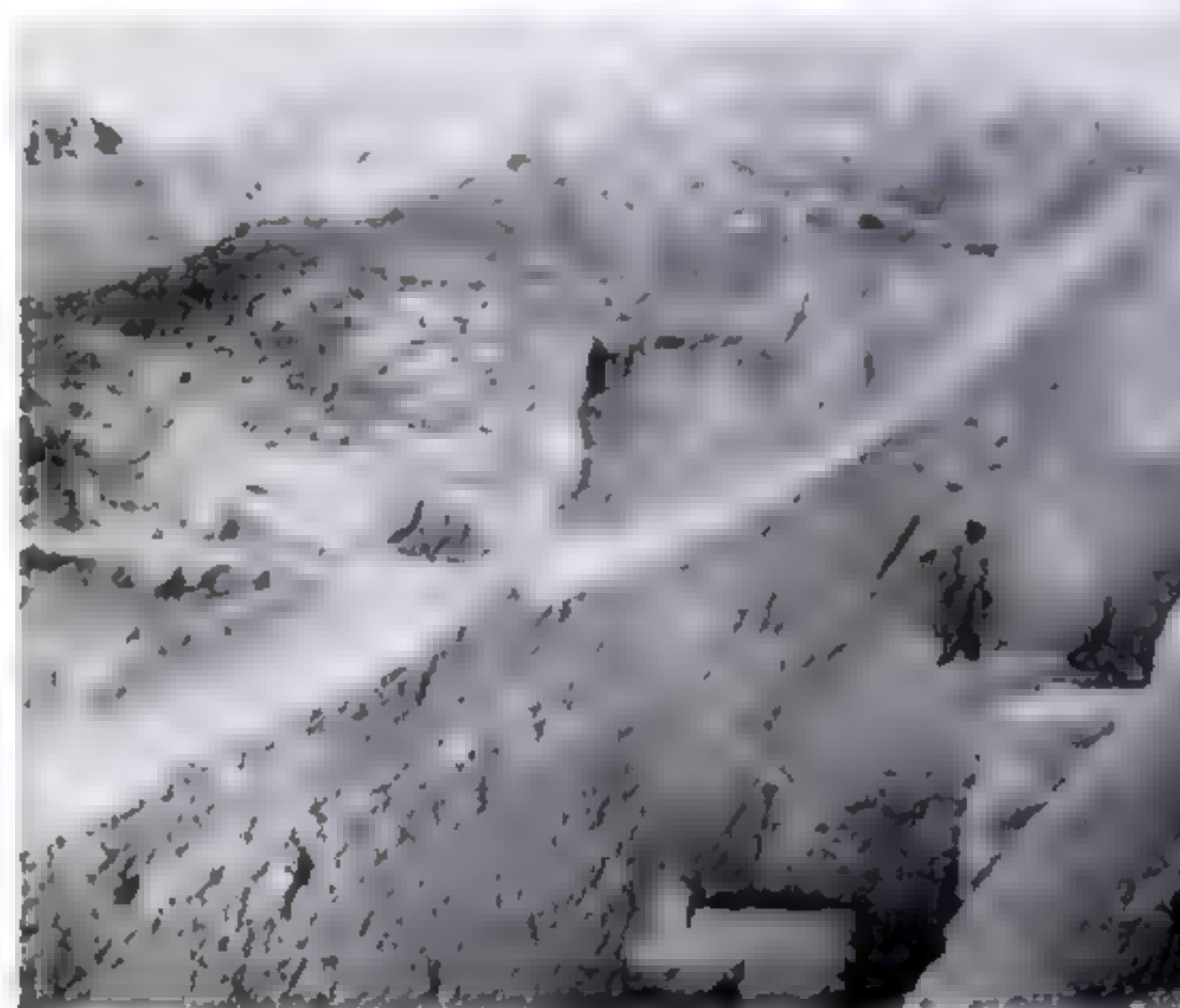
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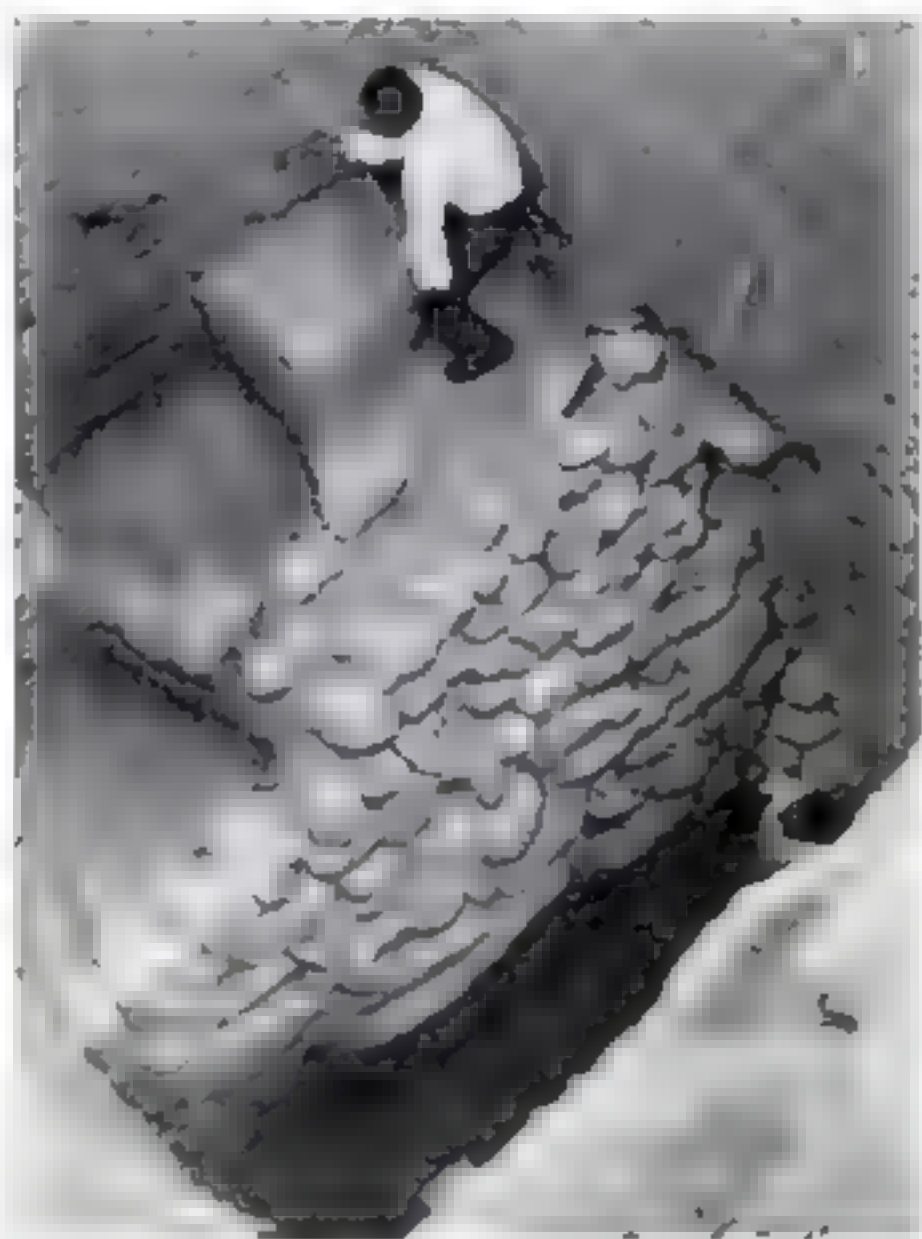
JERICO'S REMAINS, a pile of debris rising many feet above the dry
side, consists of layer upon layer of ruined cities that succeeded each other
on site from 5000 to 700 B.C. Location of seven organized skulls (1) was
in a hole near long trench (2) dug into rubble by Miss Kenyon's crew during
1952 and 1953. Previous digging by other British archaeologists (3) was
conducted in early 1930s, proved potential importance of site. This aerial
photograph looks southwest over ruins, which are in Hasbani Kingdom of
the Jordan, 21 miles east of Jerusalem. Water flowing from springs (4) once



DESCENT INTO ANTIQUITY was made by Miss Kenyon's team of British and American archaeologists when they sliced down through the multi-
layered ruins of ancient Jericho. Each of the layers had been left by a different



Jericho attractive to earliest city-dwellers long before Joshua's Israelite followers laid siege to the city, marched around it and, as described in Joshua 6: 20-22, "... when the people heard the sound of the trumpet, and the people shouted with a great shout, that the wall fell down flat ... and they took the city. And they utterly destroyed all that was in the city..." No traces of the wall that Joshua destroyed have been found, but archaeologists say this could be because city site lay idle for long period after destruction, allowing weather to wash away all identifiable remnants of that period



civilization and single trench at left yielded objects from nearly every period from 700 B.C. to 5000 B.C. Neolithic stone wall (above, right), found near the bottom of the trench, is perhaps the oldest known wall in the world.

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70 SUPER
SHAVES—
ONLY 79¢



A SILENT VIRGINIA IS DISCOVERED

A little film yields a big find

Five years ago, after finishing high school, Virginia Leith said goodbye to her Cleveland friends and with her mother headed west. Inevitably they wound up in Hollywood but, untypically, Virginia did not try to get into motion pictures. She was satisfied to do modeling and an occasional TV bit. Then, just as in any standard B-picture plot, came the big chance. Stanley Kubrick, a 24-year-old former magazine photographer turned producer, was looking around for a girl to appear in a little *avant-garde* allegory called *Fear and Desire* and stumbled across Virginia in a model agency.

In the film Virginia plays a native girl held as a hostage by four soldiers. While three go out to prepare a getaway, the fourth, a wide-eyed idealistic lad about to flip his lid, is left with Virginia. Convinced in his disoriented way that she loves him, the soldier attempts to woo her (p. 125). In the picture Virginia mutters only one word, but the expressiveness of her eyes and the writhing of her torso are notable enough to insure Virginia the imminent attention of Hollywood and roles in which she may actually get a chance to talk, too.



A REFLECTION OF VIRGINIA in a dressing-room mirror as she applies her make-up reveals a passion for

extreme comfort. Actress' measurements are: height, 5 feet 7 inches; weight, 124 pounds; bust, 35 inches.

CONTINUED ON PAGE 125

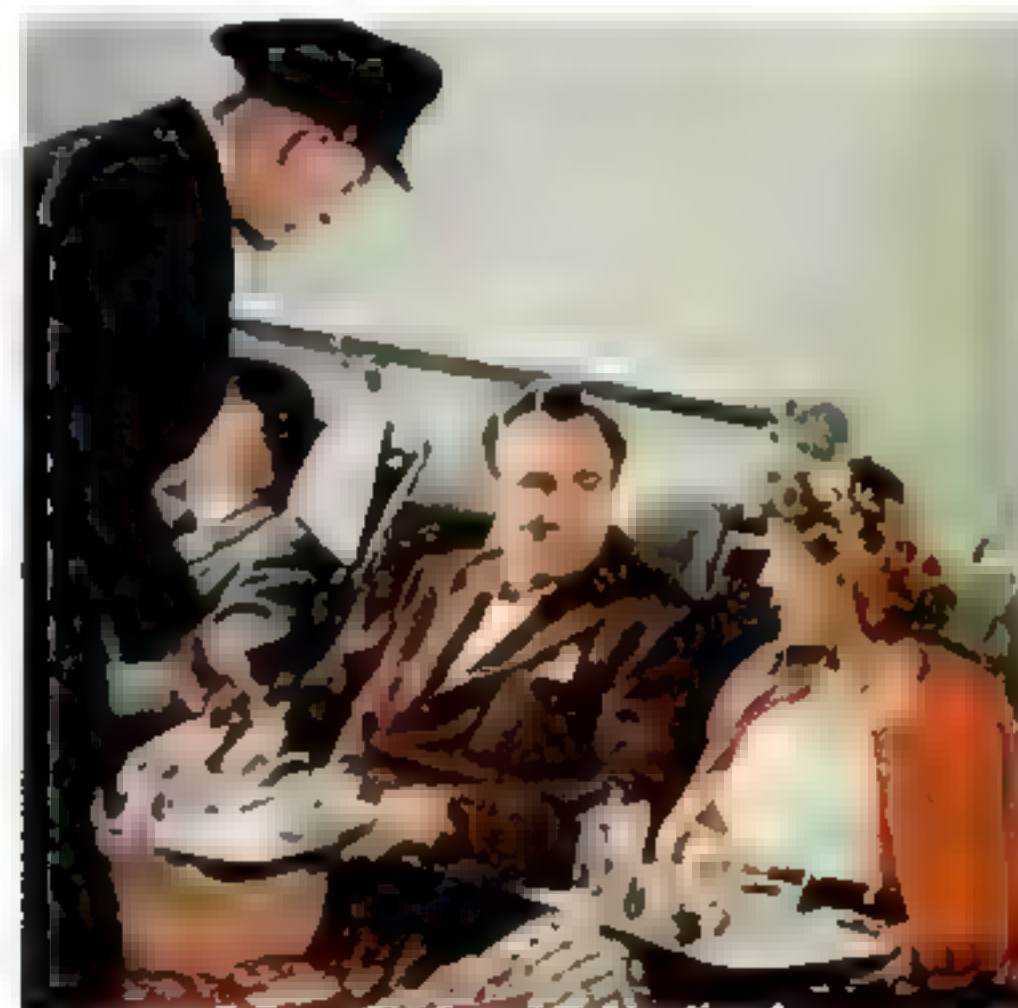


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yourself
a
"Coffee-break"!



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Coffee always gives you a break!



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DORM. You can't beat this alarm clock buy. Crisp, fresh design plus years of perfectly carefree *Telechron* electric time-telling, for such a tiny price! One of 26 original *Telechron* electric clock designs—for every room in your home.

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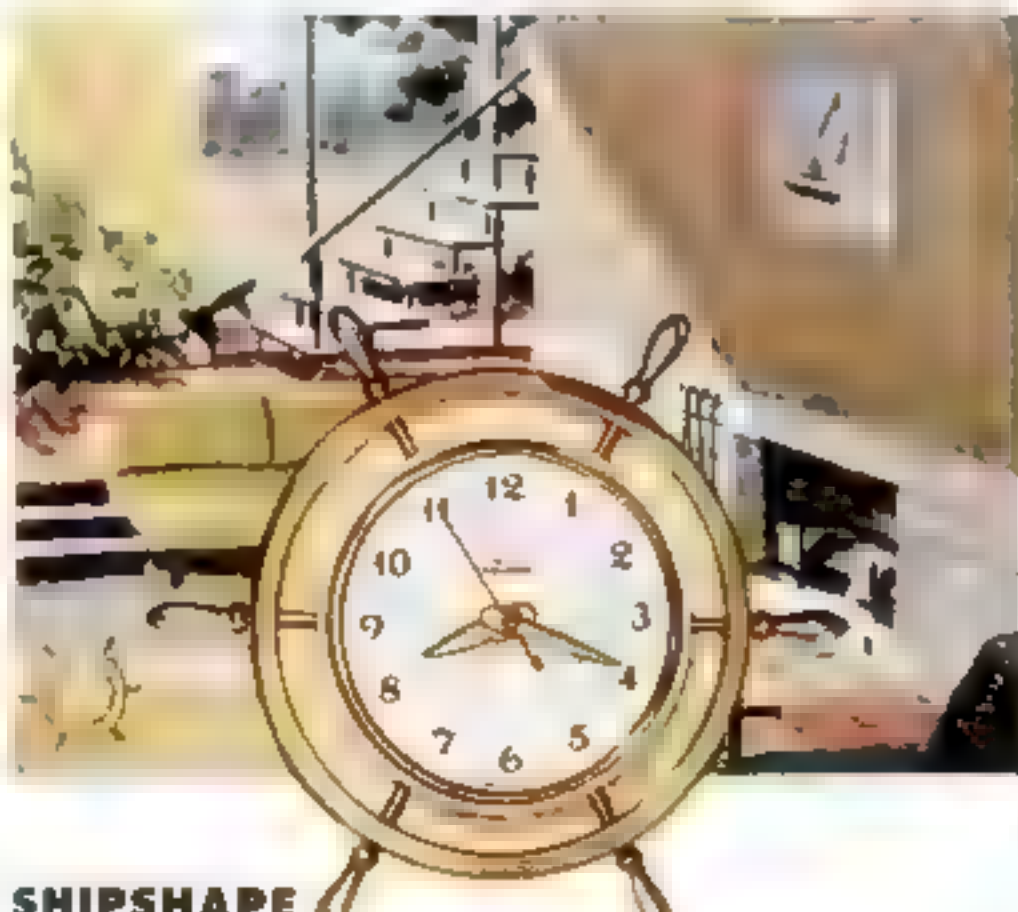
Only **\$3⁹⁸*** for this *Telechron*[®] electric clock

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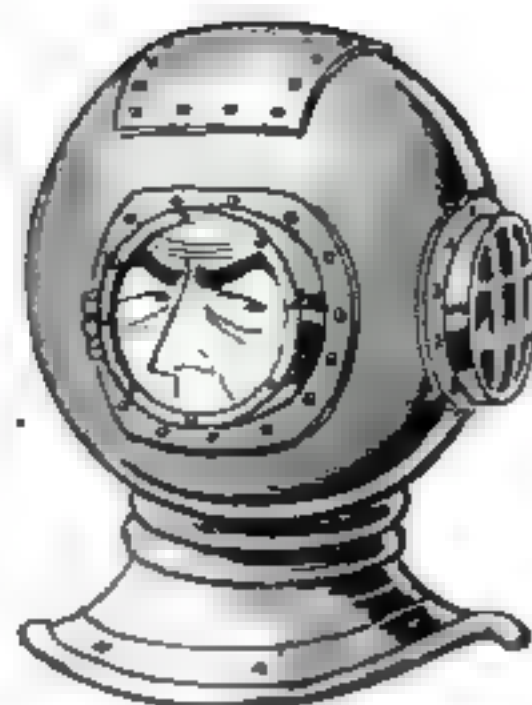
CLOSE-UP of Virginia tied to a tree gives her a chance to torment by her resistance an idealistic soldier suddenly become amorous (Paul Mazursky).



CLOSE-UP, second half, is the climax of 10 minutes of camera movement which documents Virginia from her flowing brunette hair to her bare legs.

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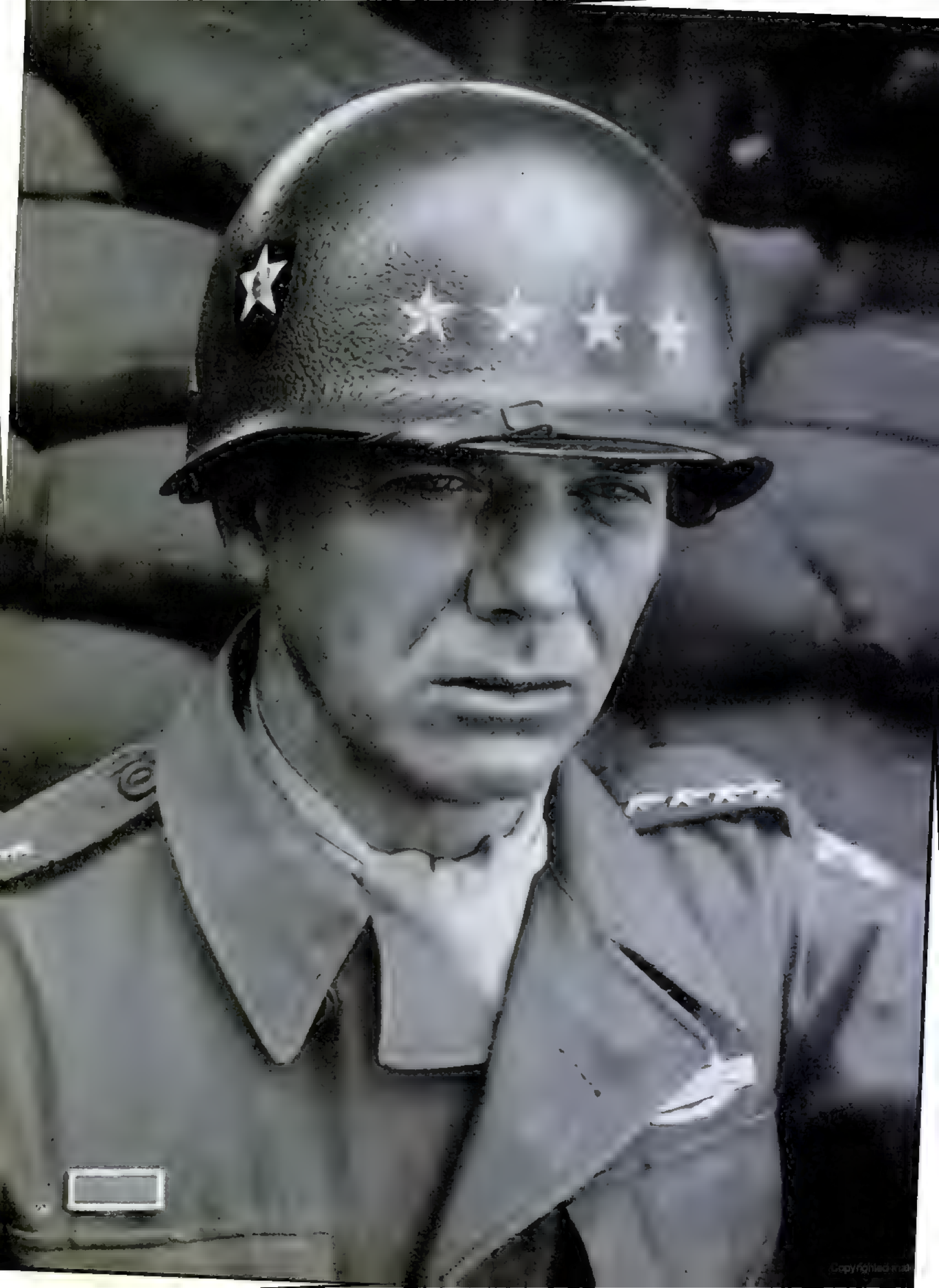


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PART I

THE TRUTH ABOUT KOREA: FROM A MAN NOW FREE TO SPEAK

Our combat general discloses the past U.S. mistakes,
warns us not to overestimate our enemy in the future

BY

James A. Van Fleet

AT 2 a.m. on April 11, 1951, out on a peaceful lake shore where I was taking a 10-day leave in Florida, I received a telephone call from General J. Lawton Collins, our Army's Chief of Staff in Washington. Two days later I was in Korea. It was April 14 there. We had lost a day, Friday the 13th—perhaps as a lucky omen—in crossing the International Date Line.

I had never been in the Orient before. All through the years I had listed China as "my choice of station," but I had never been selected to go there. In my early career China and the Philippines were choice details, usually given to the deserving few who had had duty in Washington. I have never had duty in Washington.

It was 12 noon when I stepped off the plane in Taegu, then headquarters of our Eighth Army in Korea. General Matthew B. Ridgway, ordered to Tokyo to replace General Douglas MacArthur as Supreme Commander in the Far East, met me at the airport.

By 5 o'clock he had turned over the Eighth Army Command to me and was off to Tokyo. I was on my own. General Collins had said that I was to have a "free hand," that Matt Ridgway would give me a "free hand." What happened now on the Korea battlefield was my responsibility.

The atmosphere at Taegu was tense. The Eighth Army had taken some bad beatings in Korea. We had managed to fight back, but now it appeared that the enemy was about to attack with tremendous forces and try to drive us into the sea.

And then came the sudden and dramatic shift in the tides of war that every American must surely remember from the spring of 1951. The next six weeks were among the greatest in the history of the U.S. Army.

We met the attack and routed the enemy. We had him beaten and could have destroyed his armies.

Those days are the ones most vivid in my memory—great days when all of the Eighth Army, and we thought America too, were inspired to win. In those days in Korea we reached the heights.

Then our government's high policy intervened, and we were ordered not to advance any farther. The stalemate began, and then the long and futile armistice talks, and then the lull without any truce talks, and finally now a new set of conversations.

Two years have now gone by. I cannot help but feel sad as I trace the footsteps of our policy downhill since May of 1951. We have made terrible mistakes in Korea. We may be in the process of making another one right now.

In the present peace talks with the Chinese Reds, I am absolutely convinced, we run the risk of throwing away the future of our nation.

Certainly we want peace. We are all tired of the war in Korea—no one more than those of us who have fought it. All Americans welcome the prospect of getting back our prisoners of war, and putting an end to the casualty lists!

But we must seriously consider the price. Unless the Chinese Reds will go all the way—unless they really mean peace for all Asia—we will only be postponing the casualty lists. So far I see no signs that the Reds have changed. I think they want to get out of the Korean war to build up their strength and shift their attack to places like Indochina and Malaya. This would only mean that we would have to fight again some day against a stronger enemy in a place more to his advantage.

All too many Americans, it seems to me, are asking: How can we get out of this futile, costly and irresolvable war?

The real question, I believe, is quite different. I deem it my duty to ask this question here and now, and to urge all Americans to ponder it with me:

Why, when we are so thoroughly and completely superior to the Chinese Reds in North Korea, do we even consider anything less than genuine peace?

To put it another way: Why, when we can annihilate them if we want to, why, when Korea is so much more favorable a battleground for us than for them, are so many of us overeager for peace at any price?

I know that this goes counter to much that has been written about Korea. I know that many people have decided that we made a terrible mistake joining battle with the Communists some 5,000 miles from our own shores, that we are spending good American lives in a meaningless quarrel over a worthless piece of real estate. I know that many people feel, although I believe I can convince you otherwise, that neither Korea nor the Koreans are of much consequence. I also know that many of the lay experts on military affairs have decided that we can never defeat the Chinese Reds in their own backyard, and had therefore better not annoy them too much.

My proposition is that all these beliefs are wrong.

We have made many mistakes in Korea, but the greatest mistake is this: we have consistently underestimated the Koreans and overestimated the Chinese Reds.

The war in Korea is costing the Chinese Reds much more than it is costing us. They never expected such a drain; they have to get out of it. It is the worst mistake they could possibly have made; and going back one link farther in the chain, it is the greatest mistake the Kremlin ever made.

By no means do we have to compromise with the Chinese Reds. We certainly do not have to sell the Koreans—a much finer people than

General James A. Van Fleet knows more about fighting Communists than any other American. For 22 months before his retirement last March he fought them brilliantly as commander of our Eighth Army in Korea. Before that he had fought them with spectacular success as our military adviser to Greece in 1948-50. When he arrived an army of Communist guerrillas was within a hair's-breadth of taking over the nation; when he left, the Red military strength was wiped out. President Eisenhower has called him "the best-qualified combat officer in the Armed Forces."

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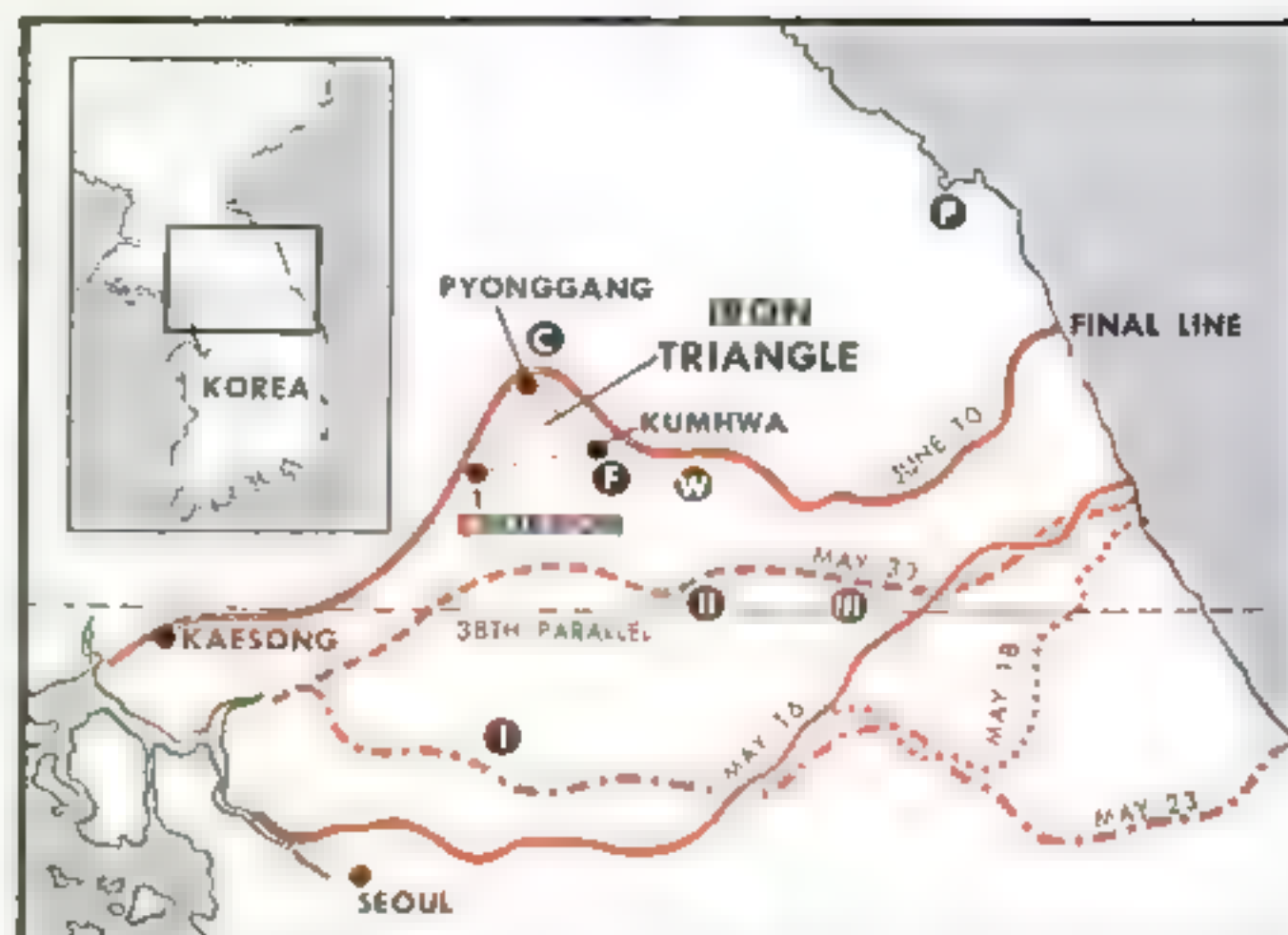
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WHEN WE HAD THEM BEATEN is shown by the shifting battle lines around the 38th Parallel after Reds' last offensive of May 1951. At the start of the attack on May 16 we held a battle line very similar to the "Golden Line" where we had successfully defended Seoul in April. By May 18 they had bent our line in the east-central sector but otherwise we held firm. The next day General Van Fleet launched our first major offensive ever tried against the Chinese Reds, and in the next 10 days our forces captured I, II, III. On May 23 the Chinese offensive was gaining fast at the west while we let the enemy penetrate along the east coast to be pushed off later. By May 30 our troops were riding toward newly assigned objectives at C, F, W and even P to which ROK General Park Sun Yup hoped to penetrate. Then U.S. policy held back the Eighth Army and it had to be content to settle down along the defensive line reached June 10. In the 23 months since, we have merely been seeking to straighten our line, giving up the point of the Iron Triangle and Kaesong while moving toward where there were tents in our line.

VAN FLEET CONTINUED

most Americans realize—down the river. We do not have to ask the Chinese Reds for any favors.

All we have to do is start an all-out effort in Korea, and the Reds will soon come begging to us.

Having never trusted the Communist intentions in the long and futile peace talks that began in 1951, I always favored fighting the war to its conclusion. I kept seeing favorable opportunities to destroy the armies and matériel of the Chinese Reds, and I wanted to take advantage of them to finish the Korean war and save the lives of our soldiers and the soldiers of our brave allies.

When a military commander who is actually engaged in a war sees opportunities for victory and is prevented by high policy from taking advantage of them, he cannot escape a profound sense of frustration. I wanted to come home from Korea earlier. I felt that I could not continue with honor to execute a policy I had ceased to believe in. I stayed on, by request, until my successor became established.

Now that I am retired, I must speak to the American people as clearly as I can, in defense of what I think is best for my country and of what I believe is due those who have served and died in Korea.

This is not easy, for much of what I have to say goes counter to the present optimism over the chances for an agreement with the Chinese Reds. Moreover, it goes counter to what seems to have been our official policy for two and a half years. What I have to recommend represents practically a 180° turn in our thinking. But my conscience will not let me remain silent.

The Reds' open secret

Let us go back to my first experience at fighting the Chinese Reds. As I mentioned, they were building up a new attack when I arrived in Korea. It was only five months since they had made their sneak entry into the war, had caught our forces off balance and had nearly driven us off the peninsula. Since then the war had waged back and forth, and the Eighth Army had gradually fought back and recaptured the capital city of Seoul which General Ridgway evacuated on Jan. 4.

Now, in the middle of April, 1951, the Chinese Reds were ready for the biggest attack of all. They were supremely confident. There was no secret at all about their intentions. In fact they were bragging openly on the radio that they were going to drive us back and recapture Seoul. This tactic of calling your shots in a war to frighten the enemy is as old as Julius Caesar, but it has an eerie

CONTINUED ON PAGE 131

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kind of effectiveness in the Orient. Because "face" is so important, you know that no boast is an idle one.

Each day new Chinese units took their place in the lines. Finally they had 21 different armies committed in the forward battle zone, 630,000 men in all. Against them we had 15 divisions totaling 230,000 men spread over a defense line that of necessity had to be 135 miles long.

We had never yet stopped a major Chinese attack except after a long and costly retreat. Indeed the general feeling was that we had been very fortunate to survive the initial Chinese surprise as well as we did, without being surrounded and destroyed. I found that most of the officers at Eighth Army headquarters were asking, not how we could hold Seoul, but where we would make our next stand after being driven back.

In the field the atmosphere was quite different. Our Eighth Army had reached a peak which it never quite achieved either before or since. It was a truly magnificent outfit. We had called the enlisted reserve and many reserve officers back to colors, and thousands of battlewise World War II veterans had arrived in Korea to man the front lines. Thousands more were still arriving.

If you have lived with troops, as I had in World War I, World War II and in Greece, you can very quickly get the feel of an army. You can actually just take a fairly fast jeep ride through its installations, stop for a word or two here and there, and at the end of the day have a pretty accurate idea of how well it will do in combat. Everywhere I went to inspect the Eighth Army my spirits rose. I would shout, "Hi, soldier!" and back would come a grin, a salute and a "Hi, General!" The whole atmosphere was alert, well disciplined, friendly, confident. Once a corporal asked me in all seriousness, "What's holding us back, General? Why don't we get it over with?" In place after place I talked to young second lieutenants with grim, set, fighting jaws—and I knew our army was ready.

I decided to hold Seoul.

We would obviously have to give up a certain amount of ground; we would have to fall back before that onslaught of 630,000 troops, but I set our last line of defense—its code name was the "Golden Line"—north of Seoul.

I was convinced we could hold. Moreover, I felt that if we let Seoul be captured again, if we had to fight through its streets again and add to its scars, all the heart would go out of the South Koreans and the war would be lost anyway—in spirit if not in the field.

A slight affront to protocol

ON April 22—my eighth day in Korea—the attack came. Soon we were involved in what still ranks as the biggest battle of the Korean war. We took some heavy losses. The First Battalion of the Gloucestershire Regiment, with the 170th Heavy Mortar Battery attached, volunteered to try to hold a critical hill instead of withdraw, and lost all but 42 of its 500 men on line in perhaps the outstanding example of unit bravery in modern warfare. Farther to the east in the Kapyong area an Australian battalion and a battalion of the Princess Patricia's Canadian Light Infantry stopped a deep Red penetration. The courageous example of these three units was so inspiring that I immediately awarded the unit citation to them, and incidentally broke protocol by not getting a prior clearance from their governments.

Our "Golden Line" held. Seoul was saved. Our Army had its first real victory over the Chinese Reds. The people of the Republic of Korea, after so many terrible defeats, finally were inspired with the hope of victory.

Seoul in 1951 lay torn, bleeding and gasping for its very life. But on the positive side, the city had heart, courage, determination and incredible spirit.

I shall never forget the return of one of the first shopkeepers to Seoul, a little old lady nearly 70 years old. She was small, frail, and her face was pinched with hunger. She sat on a shell case with a rusty tray on her lap. Her stock consisted of some Korean candy, some American gum, pencils, a pair of eyeglasses, a Confederate flag and several other items of questionable value. Her merchandise was not particularly remarkable, but her selection of a business site was. She had established herself in the most desolate part of the city alongside an alley that led nowhere but to blocks of shredded buildings and rot.

An interpreter gently suggested that business might not be too good in such a spot. "It is true," she said, "that I have had no customers for many days now. But I was here before the war, and I had customers. They will return."

For me, from that day on, Seoul began to live.

After we had turned back the enemy's first great onslaught by

CONTINUED ON NEXT PAGE



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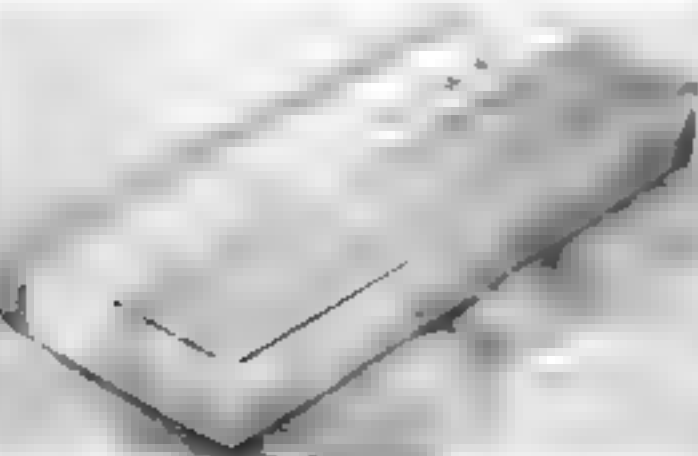
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AT THE FRONT during May 16-June 10 offensive, Van Fleet talks with Colonel George Gerhart whose task force had just made a 15-mile advance.

VAN FLEET CONTINUED

April 28, we dug in and waited for him to come back. We waited and waited—and he did not come. Only later, as the days went on and I learned more about the enemy and his weakness, did I realize what an opportunity we had then. After only two weeks in Korea I had no way of knowing that the Chinese Reds were not at all as advertised and that a counterattack would have sent them reeling back toward disaster.

The next Red attack came in a different sector on May 16. They shifted the weight of their armies toward the other side of the peninsula and struck in the east central part of the line, and while the battle was joined they poured a column of North Koreans down the east coast. Those in the Eighth Army who were still defensive-minded worried again about being outflanked and eventually cut off. I decided on a different strategy. I remember telling my staff, "We'll let them alone. There is nothing down there. Their soldiers will starve—or surrender."

We offered no resistance at all in the east or along the coast; the Red soldiers in that advance must have thought it was a very easy war. But on the third day of the Chinese offensive, we launched a counterattack in the main area of battle. It was our first major counteroffensive of the war against the Chinese, and it caught them by complete surprise. Instead of being outflanked by the Reds who had poured down the mountains and roads in the east for as much as 50 miles, we pinched them off and disposed of them at leisure.

Determination, tremendous fire power and the heroic stand of all our troops had stopped the Chinese human waves at the critical point on the shoulder of the penetration, and our counteroffensive had been a success. On May 22 the official record states that the U.N. forces had stopped the Chinese offensive. On May 24 we crossed the 38th Parallel once more.

The mission to which we had been assigned—to establish a defensive line across the peninsula—was accomplished. Though we could readily have followed up our successes and defeated the enemy, that was not the intention in Washington; our State Department had already let the Reds know that we were willing to settle on the 38th Parallel.

Instead of getting directives for offensive action, we found our activities more and more proscribed as time went on. Even in the matter of straightening out our lines for greater protection, or capturing hills where the Reds were looking down our throats, we were limited by orders from the Far East Command in Japan, presumably acting on directives from Washington. First we were permitted to use a single division, then the number of troops was lowered and lowered until about all we could take was patrol action.

The enemy recovered quickly from the beating we gave him in May and was entrenched again by June 10. This is the reason I concurred with General Ridgway—as has been reported in rebuttal against my belief that the enemy was on the run—that a 20-mile advance which was being considered at that time would "cost us too many casualties." There was no similarity between the conditions of June 26 and the opportunities that had existed 30 days earlier—or between the value of a final defeat to the enemy and a limited 20-mile advance.

While we missed our chance in May of 1951, however, we have had plenty of chances since. While I was in Korea opportunities

CONTINUED ON PAGE 134



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20-YEAR-OLD Rockette Liane Neumann was born in Vienna, is great, great granddaughter of Austrian ballerina. She wears coronet-print Sacony Waistbander, 14.95.



HAZEL-EYED Rockette Twila Saylor from Toronto was hired by Rockette-director Russell Markert a year ago. Her Sacony dress has built-in cinch, costs 10.95.

Advertisement



A ROCKETTE for 16 months, Joan Miller started dancing at five, is also interested in music and painting. Sacony tri-color Waistbander sells for 14.95.

ROCKETTES WEAR SACONY DRESSES

and all these washable acetate jersey favorites cost just \$10.95 to \$16.95.

The nine pretty girls you see on this page are members of the most famous dancing troupe in the world—the Radio City Music Hall Rockettes. The dresses they are wearing are famous, too—in fact, they are made by one of the best-known fashion houses in the business, *Sacony*. And at this time of the year, about three thousand women a day go into stores all over the country and ask for them by name. Although Sacony has been making these dresses for many years, each season's crop is full of fresh fashion ideas.

The only thing that never changes is the fabric—a remarkable acetate jersey called *Ciella* that can't sag or stretch, that washes easily, dries quickly and needs little or no ironing. Women who travel find that a small overnight case holds three or four of these dresses (leaving plenty of room for other essentials) and that they emerge fresh, unwrinkled and ready to put on. Most styles come in misses as well as specially scaled petite sizes. Write Sacony, College Point 56, Long Island, N. Y., to find out where you can buy them.



OF SWEDISH DESCENT, Rockette Joan Rootvik came to the Music Hall group via Alaska. Her Sacony dress has a flexible elasticized waistband, costs 12.95.



NOT UNTIL she was thirteen did Rockette Eleanor Dunne begin to take dancing seriously. Her dotted Sacony dress can be worn off-shoulder, costs 16.95.



FRAIL HEALTH started Rockette Lorraine Berry dancing at 6. Lorraine lives in the Bronx, "subways" to Music Hall job. She wears Sacony tucked dress, 14.95.

AN ACTRESS before she became a dancer, Rockette Joan Browning is 20, lives on New York's West Side, is rabid bridge player. V-neck Sacony dress is 14.95.

"DANCING," says 21-year-old Rockette Pat White, "is only vocation I like." Pat, a Martha Graham disciple, wears Sacony leaf-printed Waistbander at 16.95.

FRENCH-DESCENDED Rockette Mary Mongeau is only five feet four, wears Sacony's petite-sized checked Waistbander with open-close neck. This is 16.95.



Sacony Advertisement



Are you literally "starved" for the right kind of sleep?

New medical findings revealed! You may not be getting the "sleep food" you need!



RECENT MEDICAL STUDIES indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This vital substance is known medically as *blood sugar*. It is an important source of nourishment for the brain.

At bedtime and especially during the long nighttime hours, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system are affected. You may feel too nervous to go to sleep . . . too restless to sleep well. You are "starved" for *blood sugar*—your body's vital "sleep food."

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of vital "sleep food" to your brain. That's why a Postum "Nightcap" helps you get refreshing sleep—the kind that leaves you rested, looking and feeling like new!

So safe, so easy—try it!

Every night before you retire, fix yourself a Postum "Nightcap." It's easy—add a rounded teaspoon of Instant Postum to a cup of hot milk, and stir. Try this for just 10 days—then see if you aren't sleeping better—feeling fresher—looking like a new person! Get Instant Postum now—and start the 10-day test tonight!

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YAN FLEET CONTINUED

presented themselves again and again where I was fully aware of my chance to beat the Reds once and for all and was restrained only by high policy.

The opportunity is still there today. General Maxwell Taylor, the new Eighth Army commander, can seize it as easily as I might have, if only our policymakers give him the chance.

The truth about the Red Chinese army has never yet been told, and it is high time that somebody spells out the story. As an individual, let there be no doubt about it, the Red Chinese soldier is a formidable foe. This is especially true of the old-line Communist soldiers who fought through all or most of the Chinese civil war. These men are tough and proud. We have captured a few of them not many, because they are true fanatics and will fight to the death if they can. If we ask such a prisoner why his unit was chosen for that particular mission, his eyes light and he grins. "Because we're the best," he says.

Of course most of the men in the Chinese army are not Communists at all, although they may be turning into Communists under the deluge of propaganda from the political commissars who live with every unit. Many of the soldiers never understood their Communist government and never wanted to fight; they are simple men who merely wanted to be left alone with their families and their little farms. They have been impressed into the Chinese army against their will and fight only because of the gun at their backs, as do the thousands of former Chinese Nationalist soldiers who have been forced into the army of their old enemy.

Yet even the non-Communists are great soldiers. The iron fist does not permit them to be anything less. The Red Chinese army is divided at the very bottom into units of three men, with each assigned to watch the others and aware that they in turn are watching him. Even when one of them goes to the latrine, the other two follow. No soldier dares fail to obey orders or even complain. Anyone who takes a backward step before retreat is ordered is shot to death. So is anyone who steps forward as if he might be harboring thoughts of surrendering to us.

When bravery turns pathetic

THE bravery and obedience of the Red army are unbelievable and sometimes pathetic. If a battalion is ordered to advance right into the mouths of our artillery, it starts to move and never stops until the last body is piled up dead. The Red commanders often use human flesh as we use guns or tanks.

Red artillery crews never know when to stop firing. Scattered along the east coast of the peninsula are lots of shore batteries, which are just single guns of 75 mm and less. If one of our destroyers or cruisers moves in close, these shore batteries open fire—even though their little 40- or 37-mm guns could hardly hope to do more than perhaps kill a single sailor if they scored a direct hit on deck. With almost nothing to gain from it, the Red gun crews expose their position and lay themselves open to return fire by the big guns of our ships. It is like challenging a tank with a popgun, and our naval officers never cease to marvel at it.

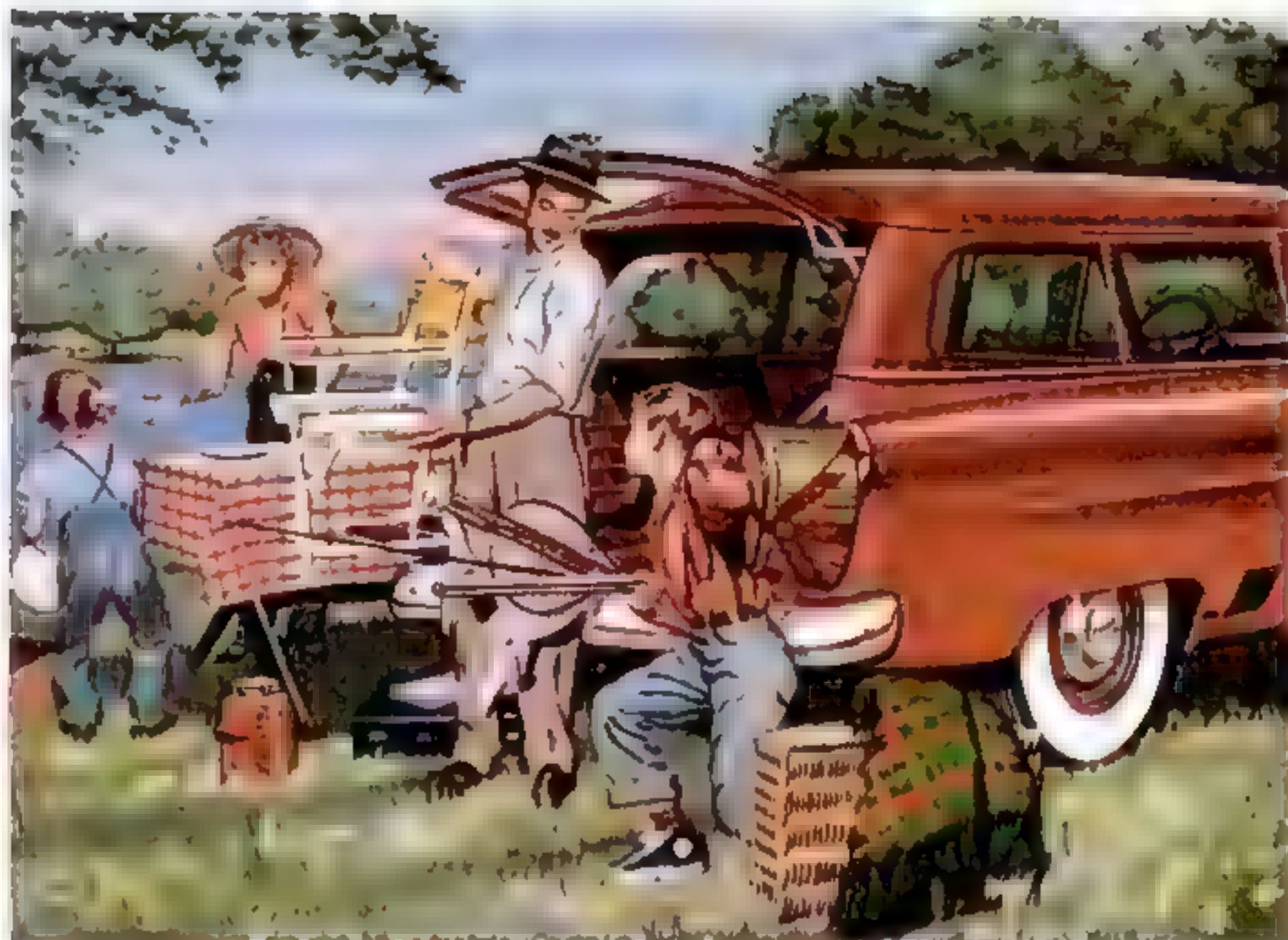
The artillery at the front line is equally reckless, in a way that can only be understood in the light of our World War II experience in Europe. If one of our World War II infantry groups found itself under German artillery fire, it called for either counter-battery fire or a cub plane. Either was enough to silence the German guns. The Germans conserved their guns and the crews, and never wanted to give away their positions. One little cub plane was enough to stop their fire; we sent the cubs up time after time and they never failed.

Last fall General Mark Clark, now the Supreme Commander in the Far East, came over to Korea on an inspection trip. Mindful of his own World War II experience, he was amazed by the fact that we were conducting all our patrol action at night, under the cover of darkness. Why not, he suggested, do it by day, when we could put up an observation plane in full view of the enemy and thus silence their big guns? We told him that those tactics simply do not work in Korea. Far from being intimidated by an observation plane which can only spot them, the Reds keep firing even if we send out dive bombers which can annihilate them.

They fire as long as they can, ignoring the risks. They keep their guns well scattered, order the crews to keep firing regardless of anything we do to retaliate, and take their losses when they have to. It is the most fantastic use of artillery ever known in military history—the tactics of an enemy with such inhumanity that he never worries about the lives or the morale of his soldiers.

In the two and a half years since the Chinese Reds took over in North Korea, they have launched many attacks and have made

CONTINUED ON PAGE 137



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PRIMITIVE EQUIPMENT of Communist soldiers is displayed in this picture of a captive. He wears canvas shoes, a crude belt of about 200 cartridges, and over his hip is looped a "sock" of ground grain—his rations.

VAN FLEET CONTINUED

long advances. What this means in terms of accomplishment by the individual Red soldier is a remarkable thing.

At the start of a drive, the Red soldier is more or less just pointed in the right direction and told to keep going as far and as long as he can. Unlike our soldiers, he has no armored vest, no helmet. He simply has his uniform, his cap and a fairly good pair of canvas shoes. His rifle is loaded and in a belt around his waist are 200 more shells. He carries a few crude hand grenades, without half the explosive power or shrapnel effect of American grenades. His rations are ground-up mixed grain, rice, wheat, millet and barley, carried in a long tube of cloth that looks like an old sock when empty and a length of sausage when filled.

Often the sockful of food is tied off into sections like links of smaller sausage, to mark a daily ration. Looking at it, the soldier can see that he is expected to survive as long as 16 days, chewing the grain raw and dry when necessary, boiling it in his mess kit when possible, before he ever again can expect to have any other food provided.

The little teams of three, each man warily watching the others, begin the advance. They move by night and hide by day, sleeping as well as they can in the shelter of bushes and crevices. They eat their dry grain and hoard their ammunition. If they think about misfortune at all, they know that if they are hurt they will be left alone to lick their wounds like an animal in the jungle. The Reds have nothing to compare with our own medical corps, our front line first-aid stations and our wonderful rear area hospitals. They can furnish their soldiers a little crude bandaging and medication, nothing more. The wounded Red soldier, unless he is lucky enough to fall into our hands, crawls to shelter and heals spontaneously through the wiriness of his own body, or he dies.

Yet—although terribly alone in the fight despite the two men at his side, made even more lonely by the doubt whether the two are there to help him or to spy on him—the Red soldier moves ever forward, he fires and hides, he kills when he can and sometimes he gets behind our lines and we hardly know what to do about him.

Sleepy soldier, sour grain

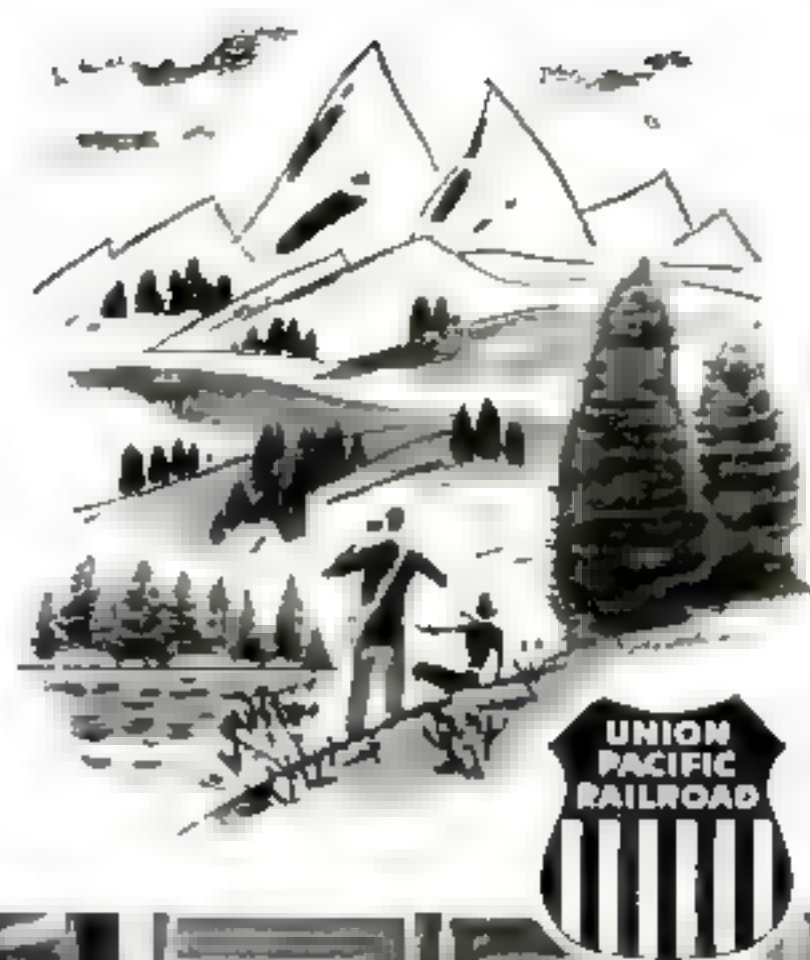
BUT how long can he keep it up?

He grows weary from his meager fitful hours of daylight sleep. His 200 rounds of ammunition begin to run low. His ground-up grain gets wet from the rain and turns sour in the heat. At the end of five or six days, he has shot his bolt. And where are the reserves, where are the supply lines, the medical corps and the fresh rations? The logistics of a prolonged attack are beyond the capacities of the Red Chinese army.

Only the U.S. Army today has the superb kind of leadership and planning which can conduct the prolonged fluid attack, the war of motion. We have the one army in the world that can regroup as it goes along, hitting hard here, then starting a thrust somewhere else, constantly moving, maintaining the full fury of attack, never giving the enemy a chance to rest or dig in. This is a tactic which it has taken several generations of our military instructors to produce, perfect and reduce to formula, and it is a unique possession. Certainly the Chinese Reds cannot do it.

CONTINUED ON NEXT PAGE

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proved! Here is scientific proof that regular brushing with Colgate Chlorophyll Toothpaste can help your children have a better chance for sound, healthy gums!

*Contains water-soluble chlorophyllins

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No Other Toothpaste

HAS MORE ACTIVE CHLOROPHYLL

And You Can Be Sure Colgate's Is in Effective, Soluble Form!



Here is the proof! When equal amounts of Brand "A", Brand "B" and Colgate Chlorophyll Toothpaste are mixed with water, the solution with Colgate turns a darker, richer green, thus proving it contains more soluble chlorophyll than either brand. And while the chlorophyll in other brands may settle to the bottom, you won't see this happen with Colgate Chlorophyll Toothpaste. The water remains a clear, dark green, even for days, showing that the chlorophyll is completely dissolved—ready to help you against bad breath and common gum disorders!

Make Sure You Get The Full Benefits of a Chlorophyll Toothpaste...with this New, Exclusive Colgate Formula!

With their iron discipline, their fanaticism and their disregard for human life, the Chinese Reds can mount an attack which looks irresistible on the first day, or even the second. By the third day it is slowing down.

The first mistake all of us made, in Korea and in Washington, was to overestimate the strength of the Red Chinese armies which attack with far more fury than staying power. This first erroneous judgment of the strength and mobility of Red armies has created a state of mind which has plagued us throughout the war and is still plaguing us in the peace discussions.

I have discussed the limited ability of the Reds to sustain an attack. Their supply problem is equally serious. Indeed the two weaknesses go hand in hand.

North Korea is now practically a ghost nation, nothing more than a battle area over which imported mercenaries swarm. Before the Reds moved in and set up their puppet government, there were about eight million people above the 38th Parallel. Then three million North Koreans fled south to escape Communism. Another million have simply disappeared, some of them killed in warfare, many of them liquidated by their Red masters.

When the Reds gave the signal for the war in early 1950, there were about 20 divisions in the North Korean army. When I left there were only seven North Korean divisions, and only three of these were strong enough to be in the front lines even in a sit-down war. The North Koreans themselves have been holding only about one-fifth of the battle line. Some 850,000 imported Red Chinese soldiers—moved in over long and vulnerable supply lines—hold the rest. If any more soldiers are needed, they too will have to be shipped in, for there are no more able-bodied North Korean men to be drafted.

For the first year and a half of the war North Korea was able to supply its army with all food, clothing and personal equipment—even crude hand grenades from a tiny munitions industry set up in foundries and blacksmith shops. After all the area above the 38th Parallel had the bulk of pre-partition Korea's heavy industry and practically all its hydroelectric plants, as well as quite a bit of farm land growing the wonderful Korean rice.

What a Red prisoner hates

TO the Koreans themselves, rice has played such a big part in this war that it deserves a special mention. Many people who have eaten it, including me, regard Korean rice as the best in the world. It has great, full, rounded kernels which cook up well to a marvelous consistency and body, and it has an unsurpassed flavor. When the Japanese ruled Korea they sent the rice back to their own country and shipped in other grains for the Koreans themselves to eat. Not the least of the advantages of freedom to the Koreans when the Japanese were thrown out was the opportunity to eat their own rice again.

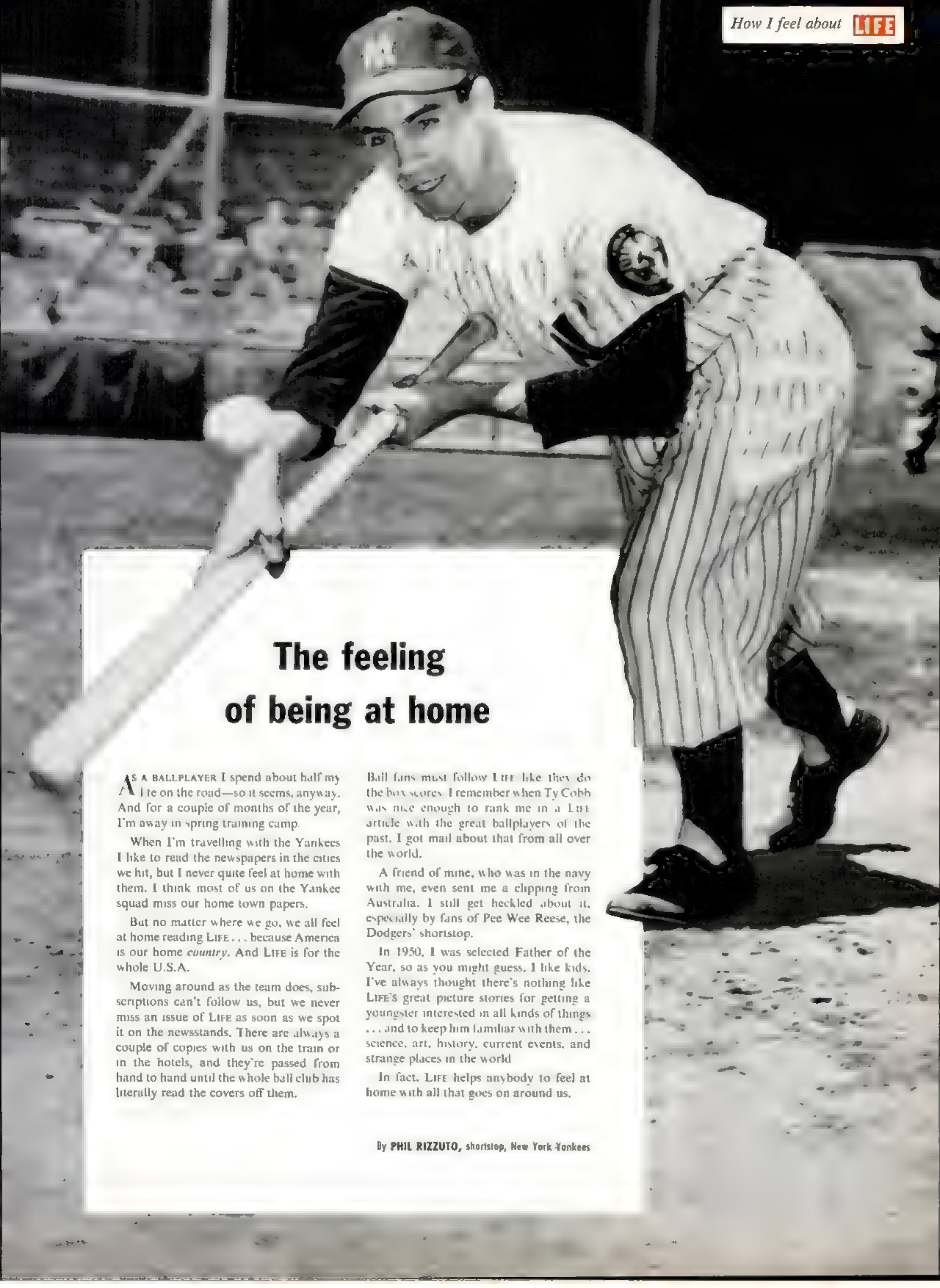
Now Korean rice has disappeared entirely from the enemy diet. In its place North Korean civilians and soldiers eat an inferior rice which we believe comes from somewhere in Southern Asia, plus imported millet, barley and wheat. Human nature being what it is in the East as well as West, one of the complaints we hear most frequently from the prisoners we capture is the poor quality of the food they have been getting from the Reds. They call it "foreign rice," and despise it.

The point here is that in the past year North Korea has been so thoroughly devastated by war and so many of its people have been impressed into serving the Reds as soldiers or laborers that the country now produces almost nothing. Besides all war matériel—from Russian-built trucks to Chinese guns and ammunition—the Reds now have to ship in all their clothing and even their food.

Everything depends on the supply lines, long truck and railroad hauls to Vladivostok, Mukden and the interior of China. Under our policy of not defending ourselves past the Manchurian border, we leave these long and inviting supply lines unbombed until they reach North Korea. But, after that, even under our policy of limited war, the Reds pay a terrible price for every shipment.

North Korea is a land of hills, mountains, narrow valleys, swift rivers. The rail beds and the roads have to wind through as best they can—through hundreds of tunnels, over thousands of bridges. The roads are real truck-killers, uphill and down, muddy in one place, rocky in another, full of hairpin curves and deep bumps.

Along the east coast, the main rail line and the highway from Vladivostok are right within reach of our Navy guns. The Navy likes to fire at a mountainside just above and pile a landslide over the track or the truck route. The Air Force takes care of the rest of North Korea's transport. Every single bridge in North Korea has



The feeling of being at home

AS A BALLPLAYER I spend about half my life on the road—so it seems, anyway. And for a couple of months of the year, I'm away in spring training camp.

When I'm travelling with the Yankees I like to read the newspapers in the cities we hit, but I never quite feel at home with them. I think most of us on the Yankee squad miss our home town papers.

But no matter where we go, we all feel at home reading LIFE... because America is our home country. And LIFE is for the whole U.S.A.

Moving around as the team does, subscriptions can't follow us, but we never miss an issue of LIFE as soon as we spot it on the newsstands. There are always a couple of copies with us on the train or in the hotels, and they're passed from hand to hand until the whole ball club has literally read the covers off them.

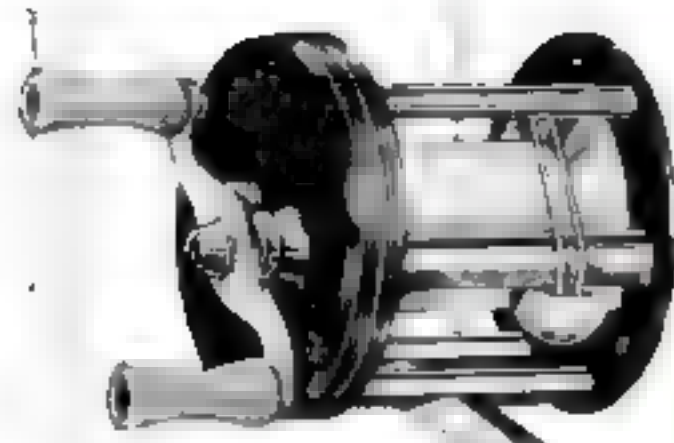
Ball fans must follow LIFE like they do the box scores. I remember when Ty Cobb was nice enough to rank me in a LIFE article with the great ballplayers of the past. I got mail about that from all over the world.

A friend of mine, who was in the navy with me, even sent me a clipping from Australia. I still get heckled about it, especially by fans of Pee Wee Reese, the Dodgers' shortstop.

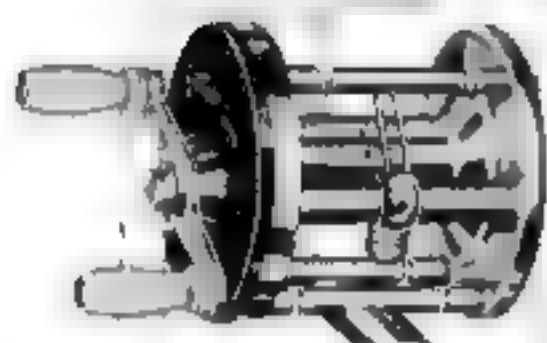
In 1950, I was selected Father of the Year, so as you might guess, I like kids. I've always thought there's nothing like LIFE's great picture stories for getting a youngster interested in all kinds of things... and to keep him familiar with them... science, art, history, current events, and strange places in the world.

In fact, LIFE helps anybody to feel at home with all that goes on around us.

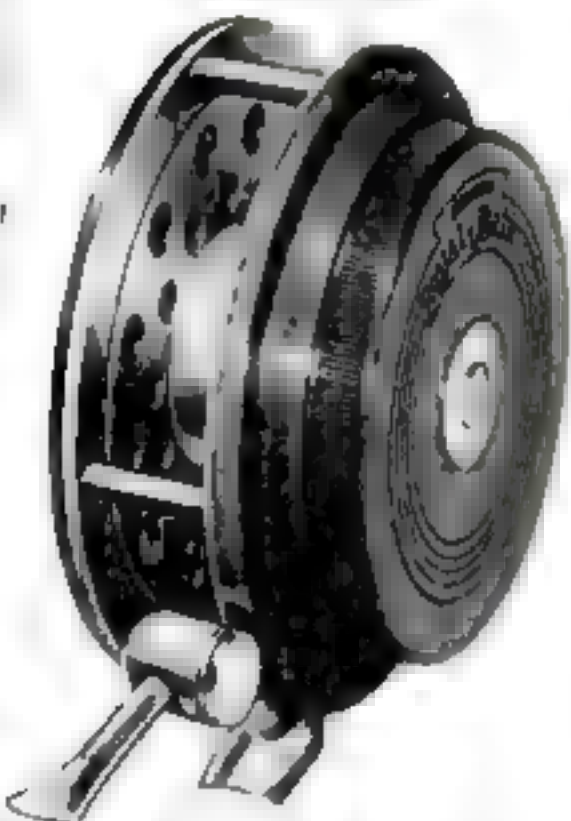
By **PHIL RIZZUTO**, shortstop, New York Yankees



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Green Hornet (No. 2200) \$8.95
Extra value at the popular price.
Green aluminum headplate and
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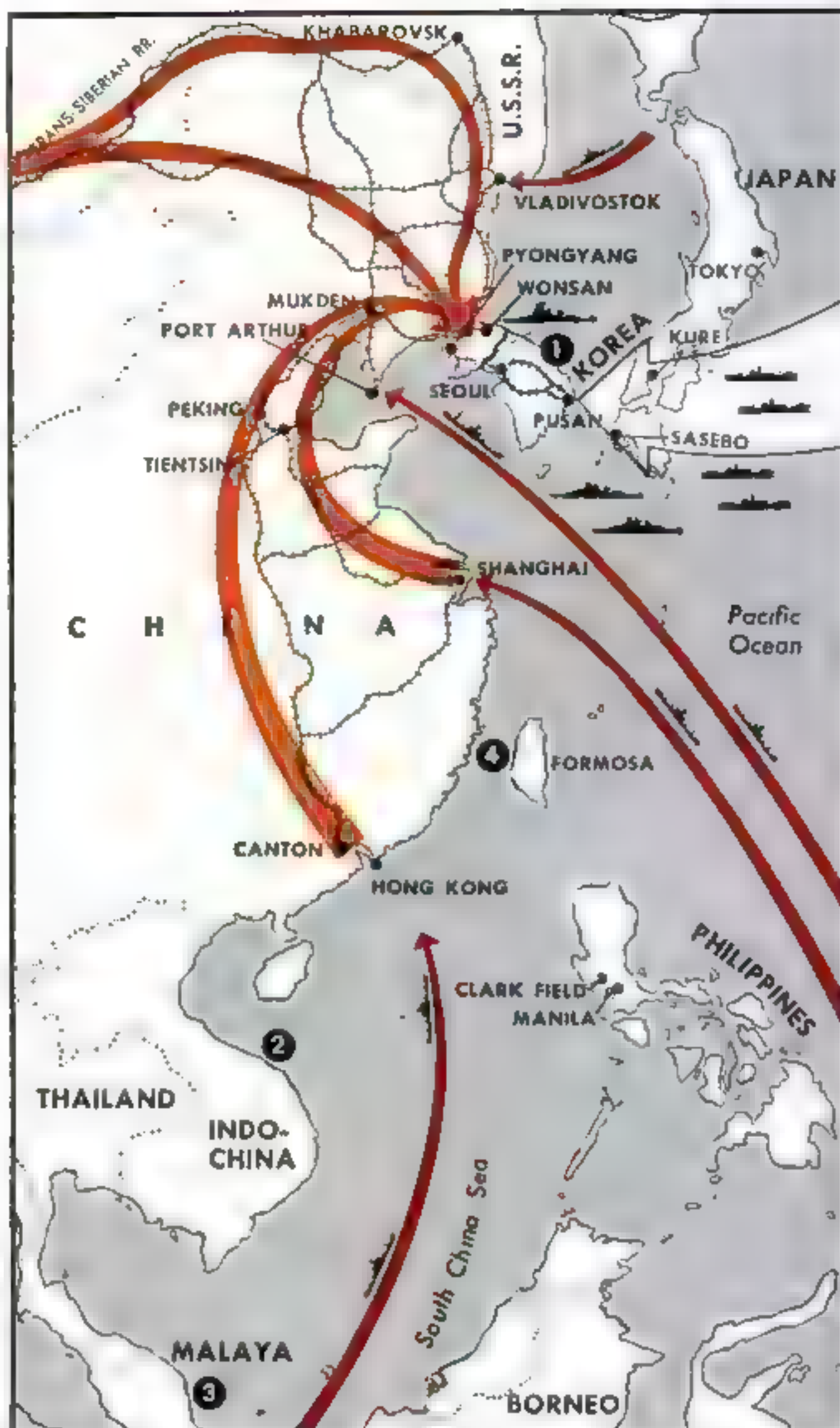
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Free Catalog—Write Dept. L, Bronson Reel Co., Bronson, Mich. (Division of H. G. Mfg. Co.)



BRONSON
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Only fly reel with 2 1/2 to 1
gear ratio for fast line pick-
up. Adjustable drag. Re-
versible handle for left hand
use. Maroon aluminum for
looks, lightness and life.
Weights in at 6 ounces.



REDS' HOPES AND FEARS IN ASIA involve far more than merely Korea, which is why they regret the war. To get men and supplies into Korea they have to go over the long and potentially vulnerable pipelines from Moscow, Vladivostok and from the interior of China, which in turn badly needs the imports it can get by sea through such ports as Shanghai and Port Arthur. Meanwhile we can ship everything we need from our bases in Japan without interference. General Van Fleet says the Reds would like to get us off their necks in Korea, currently the No. 1 Asian battlefield, so they would be left free to proceed at leisure against Indochina (2), Malaya (3) and Formosa (4).

VAN FLEET CONTINUED

been knocked out—not just once but over and over again. We have cut the rails and highways every hundred yards. We have sealed up the tunnels, time after time.

If it were not for the heavy concentration of population around the transport facilities, and the patience of the Oriental at working with his hands, nothing would move at all. But the Reds are extremely adept at repairing the damage we do. When we cut a rail line, all the people from the nearest villages are ordered to work. They make the repairs by hand, working all night and through the next day if necessary.

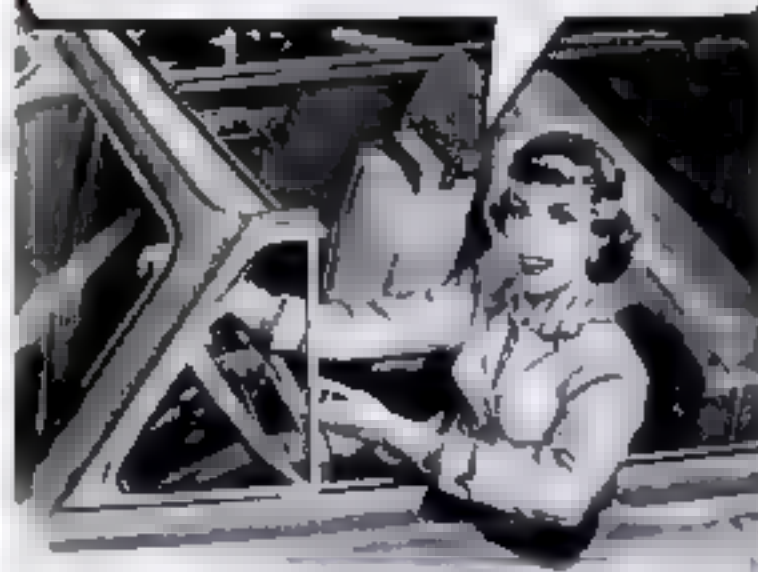
When a tunnel is sealed, they swarm in and remove the stones one by one. When a bridge is knocked out, they pile up a cross-thatched crib of logs. Near Sinanju, where the main rail line from Mukden crosses the Chongchon River, they work on 10 of these cross-thatched bridges at once, trying to have one that is usable.

Even with slave manpower, however, the cost is tremendous, especially since their maintenance facilities for locomotives and trucks are not very good. Even if we never scored a direct hit—and we are wiping out trains and convoys all the time—their losses would be heavy. Trucks give out on those rugged roads. The accident rate, with travel at night with as little light as possible, is high.

It is hard to say exactly what their losses in transportation have

CONTINUED ON PAGE 142

"UPSET STOMACH
doesn't - Slow me down-



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Try Alka-Seltzer for acid indigestion. It reduces stomach acidity... enough but not too much. Pleasant-tasting Alka-Seltzer is gentle and effective.

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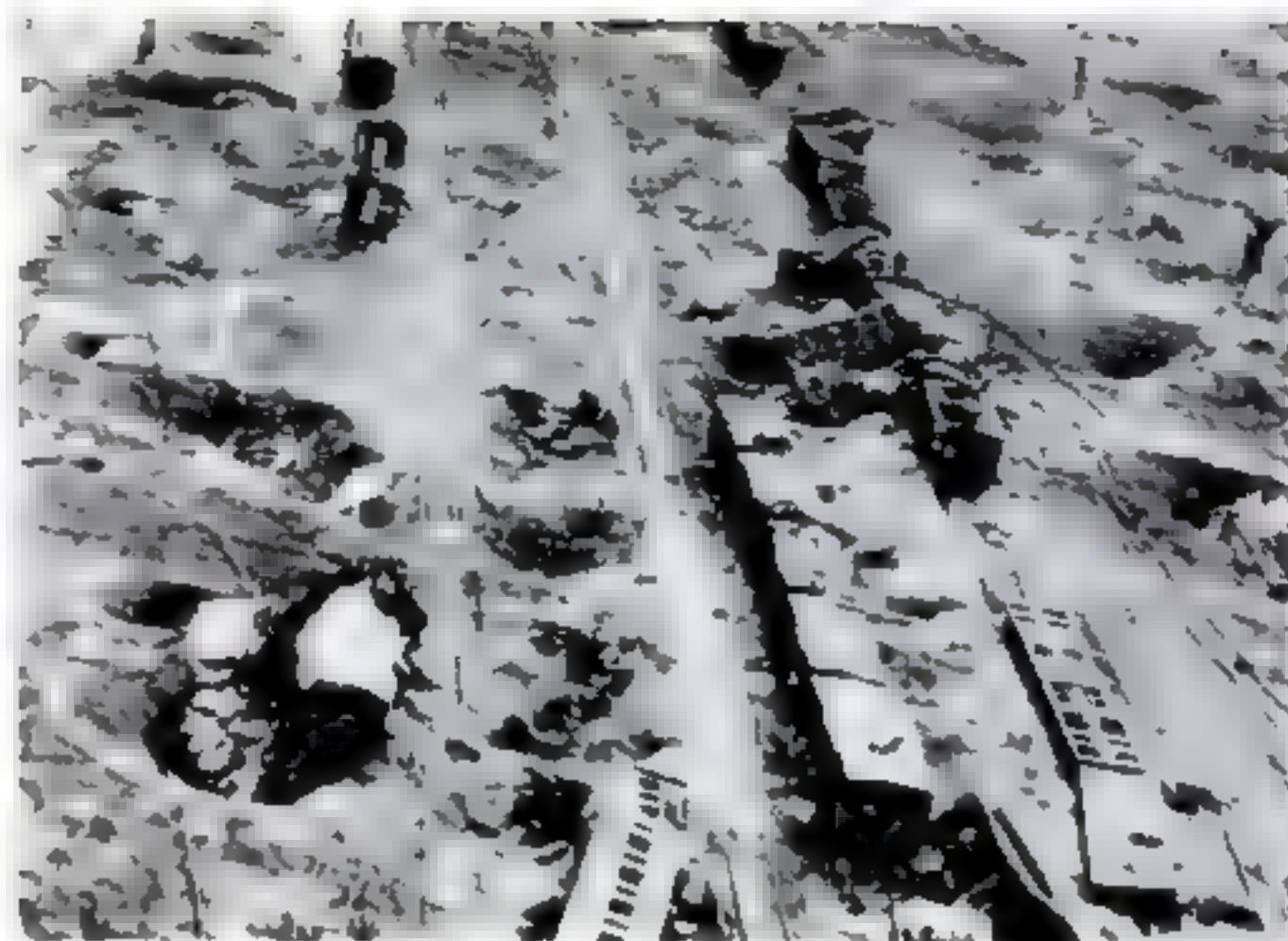
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SMASHED SUPPLY TRAIN indicates ability of U.N. airpower to disrupt enemy logistics. Train and tracks were wrecked by a fighter-bomber strike.

VAN FLEET CONTINUED

been. Some of our intelligence reports set the figures so high that we hardly dare believe them. Certainly in trucks alone we can say this: If we ourselves had lost that many, we would be in serious trouble, despite the size of the American motor industry and our undisturbed shipping lines into Korea.

The enemy is having a hard time supplying himself for even a sit-down war. If we ever put on some pressure and make him fight, we give him an almost insoluble tonnage problem. He will have to start moving by day or step up his nighttime convoys, which means that he will have to put lights on them. Either way, our Air Force gets some wonderful targets.

In terms of high strategy, the Reds have lost the war in Korea and they know it. One can only speculate about how the high Chinese Reds like Mao Tse-tung and his staff must feel about the folly into which the Kremlin provoked them. One can only wonder how the Kremlin hopes to save any kind of face in this disaster, unless we Americans are foolish enough to let the Russians off the spot.

In any negotiations with Reds, it is crucial that we understand this—and also that we remember that there are now four fronts in the hot war which is being waged in Asia. One front, engaging more than a million of the enemy's soldiers, is in Korea. Another is in Indochina, another in Malaya. The fourth is in Formosa, where Chiang Kai-shek's friendly army is stationed, and the mainland of China opposite Formosa. Each of these four fronts is a focal point in the global struggle for survival which the free world is waging against the Communist enemy. Each is vital to the others, and the simplest of all strategic concepts requires that free world action be coordinated on all four fronts.

To yield on any one of them would expose the other three to increased pressure from the Reds. If Russia has really changed its line since Stalin's death and wants peace—for all of Asia—then fine. If not, we certainly cannot afford to yield to the enemy's blandishments and give up our obvious military advantages in Korea just to free the Reds for action against Indochina or Formosa.

The fact is that if we have to have war with the Reds anywhere—a choice they themselves have made in this instance—Korea is for us the right war in the right place at the right time and, as I shall show later, with the right allies.

HOW CAN WE ACHIEVE VICTORY IN KOREA?

In next week's issue General Van Fleet answers this question in detail—and also exposes the grim alternatives to victory. He discusses some of the infantry actions that disturbed Americans last year and shows how they left victory within our grasp. He praises the Roks and Korea's Syngman Rhee, and urges America to recognize that allies like the Koreans and Greeks, properly trained and encouraged, can play a role in the global war against Communism that we cannot fill by ourselves.

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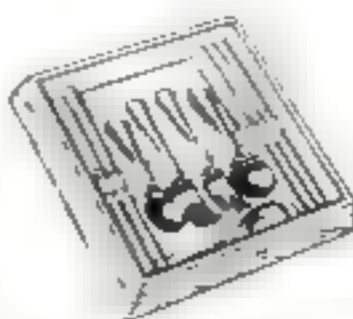


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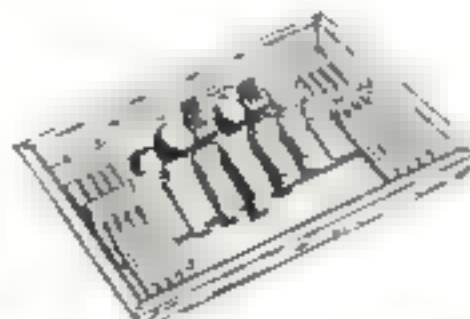
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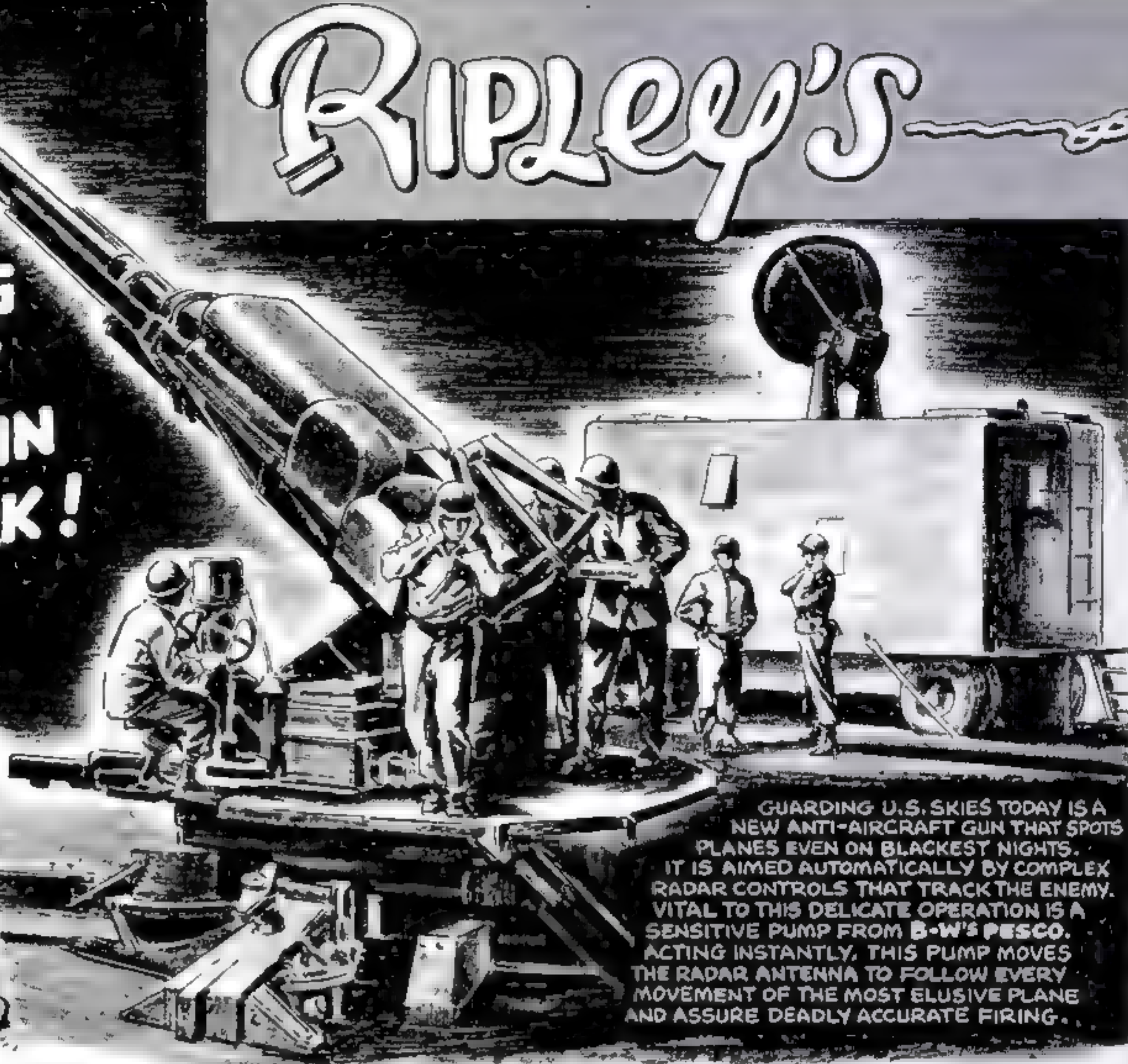


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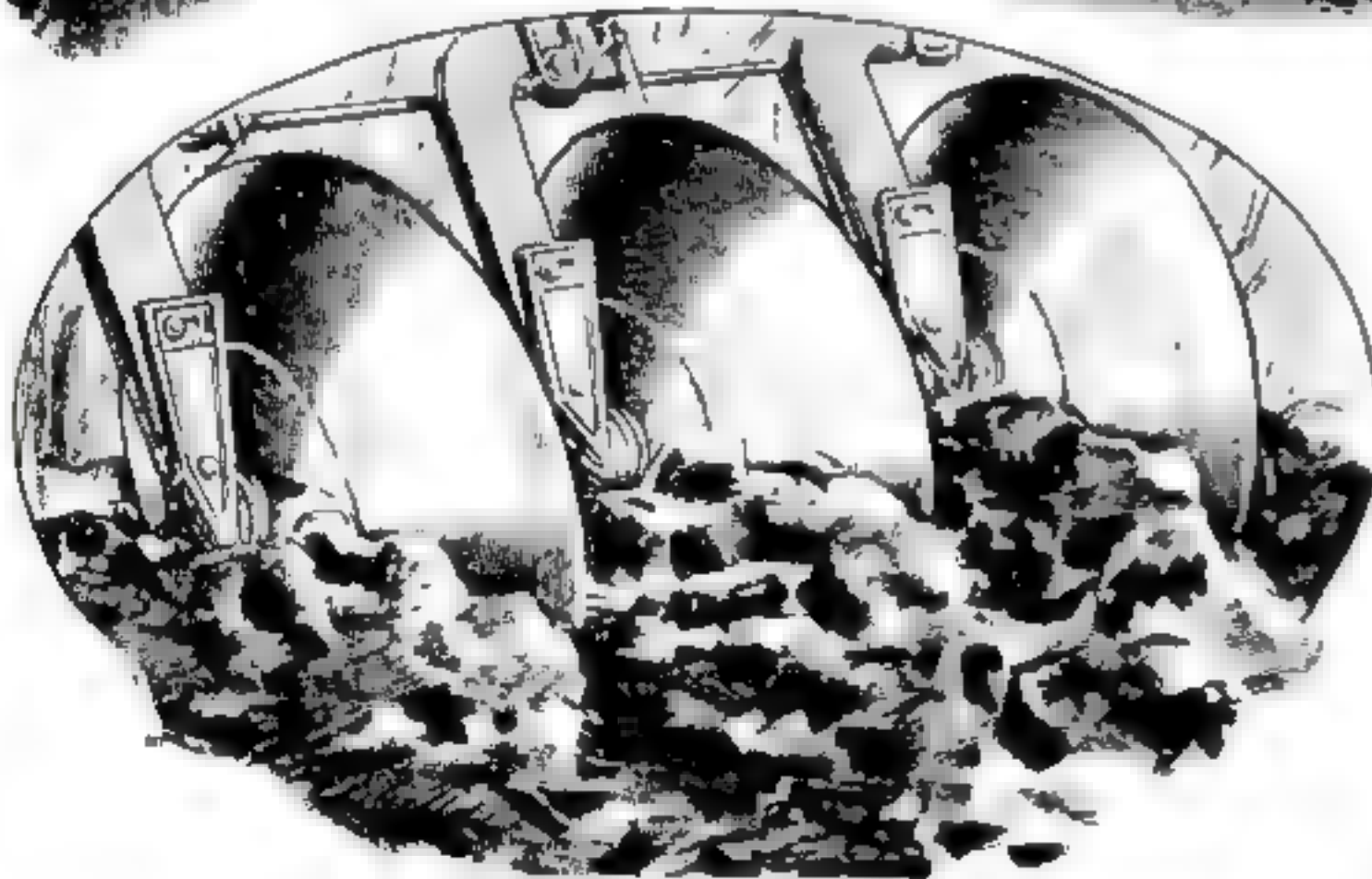
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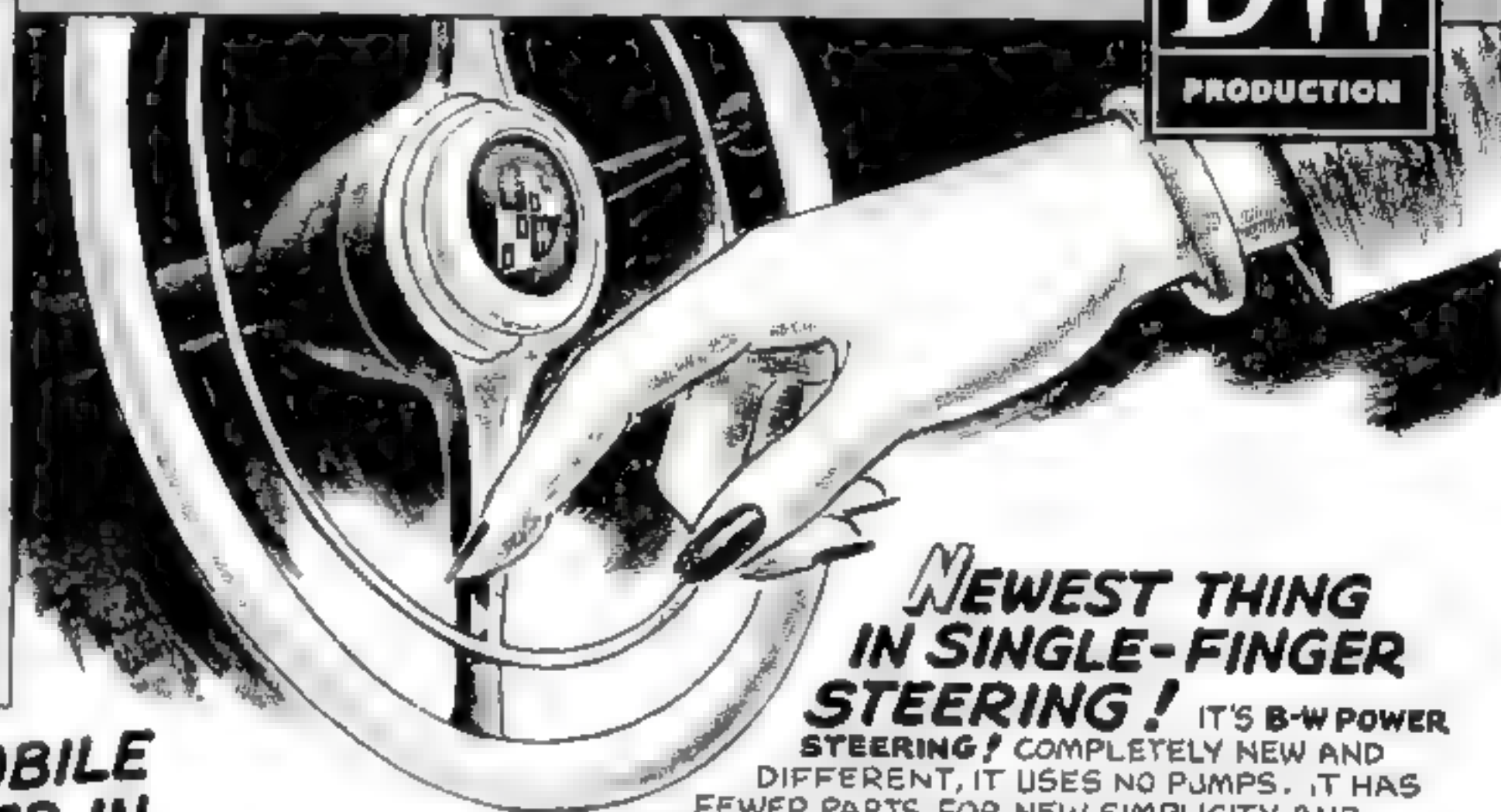
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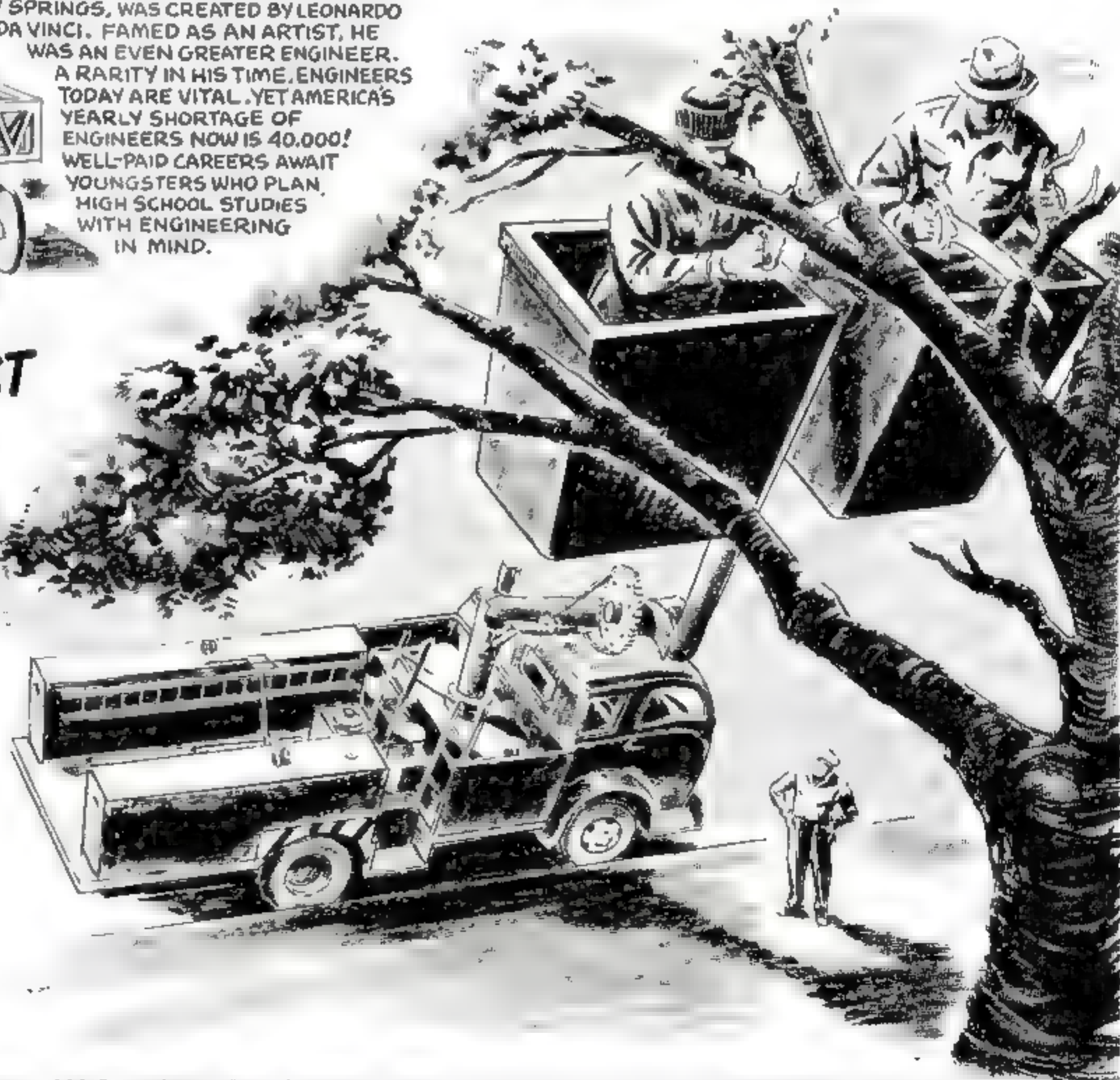
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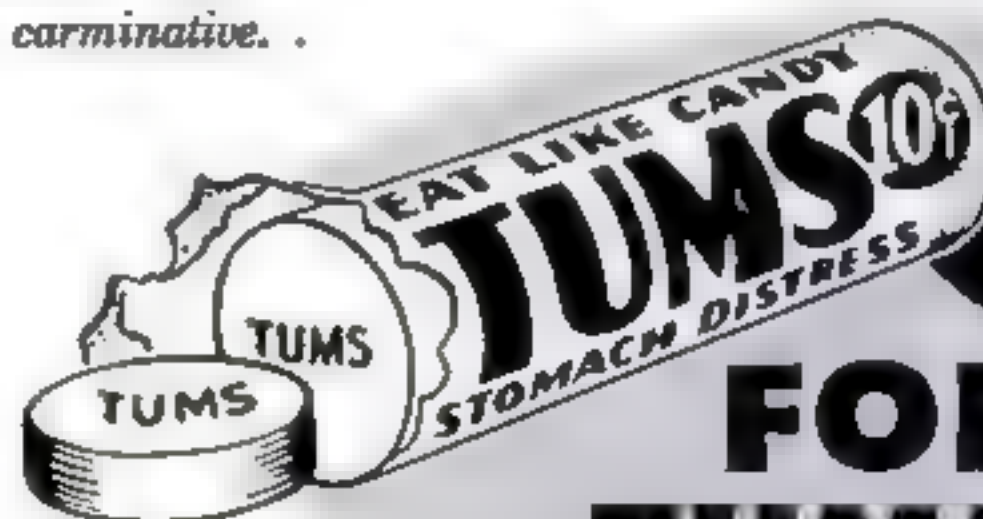
Take a couple of TUMS after breakfast, lunch, dinner. It's the speedy, pleasant way to ward off gas, heartburn and miserable acid distress.

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Sweeten your mouth and stomach with TUMS and smoke all you like. Eat TUMS like candy mints. No spoon, no glass, no water needed.

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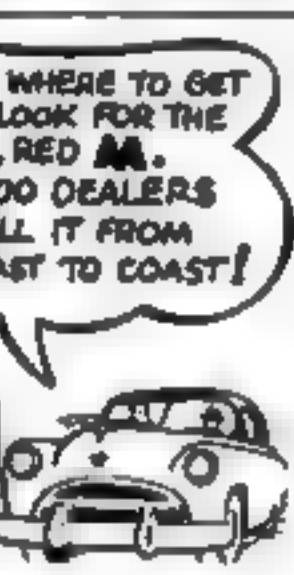
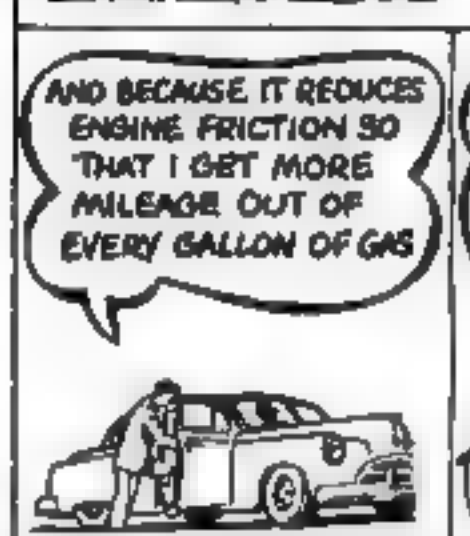
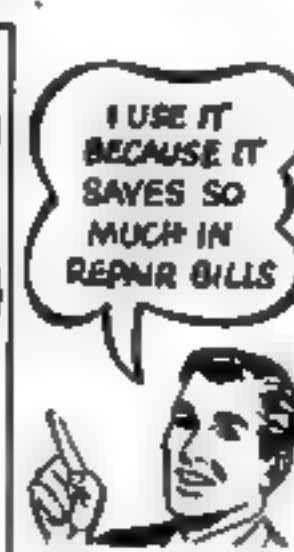
Shed a tear for a star passer
who must catch punts, tackle

The man nervously trying to gauge the flight of a spiraling pigskin on this page is a T-formation quarterback performing a rare chore. He is Jim Haluska, star passer and signal caller of last year's championship team at the University of Wisconsin. As T-quarterback under the two-platoon system he was never required to retrieve a punt or make a tackle. He simply ran on and off the field with the offensive platoon, the complete specialist in an age of specialization. Defensive play was left to other specialists.

But last winter a change in rules abolished free substitution and the two-platoon system along with it. Now a player who goes out of the game cannot go back in the same period (except for the last four minutes in the second and fourth quarters). This is bringing back an old look to college football. With spring practice underway, offensive and defensive players are straining to learn how the other half lives. By next fall the first-stringers will have to be reasonable facsimiles of all-around football players. The transition is a crisis for players at all positions but especially for T-quarterbacks like Jim Haluska, who for the first time in 10 years will get knocked down regularly and actually get their pants dirty (*next page*).



SURE, BUT THAT'S NOT ALL!



THE regular, normal, continuous use of Macmillan Oil saves you so much on gas! By reducing engine friction, it saved an average of 8% of gas in tests made in hundreds and hundreds of cars.

Over an average change period that means enough saving to pay for a refill of Macmillan Ring-Free Motor Oil.

LOOK AT THESE FIGURES:

Gasoline—average cost per gallon 25¢
8% saving on 25¢ (.08 x .25) 2¢ per gal.
Average oil drain period 1500 miles
At 15 miles per gal. (gas consumed) . . . 100 gals.
2¢ per gal. saving on 100 gals. of gas . . \$2.00
This \$2.00 pays for your oil drain of 5 quarts at 40¢ per quart.

Start using Macmillan Oil for any reason, but keep on using it month in and month out because it removes carbon, reduces ping, helps keep valves from sticking, reduces engine friction, saves on wear and tear and repair bills and makes your car stay newer longer.

Use Macmillan Ring-Free Motor Oil regularly because it pays for itself in the gas it saves.

Macmillan
President

MACMILLAN PETROLEUM CORPORATION
530 W. 6TH STREET, LOS ANGELES
624 S. MICHIGAN CHICAGO
50 W. 50TH, NEW YORK

CLIP OUT AND MAIL TODAY!

R. S. Macmillan, President, Dept. L-3
Macmillan Petroleum Corporation
530 West Sixth St., Los Angeles 14, California
Please send me your folder—"The Oil that Pays for Itself in the Gas it Saves."
Also tell me my nearest Macmillan Oil dealer.

Name _____

Address _____

One-Platoon Football CONTINUED

HALUSKA HAS A LOT TO LEARN



TRYING TO TACKLE a shifty teammate in live practice drill, Quarterback Jim Haluska is faked off balance, fails to lay a hand on runner, falls awkwardly. Since Haluska is fiercely competitive and quick to learn, coaches expect that he will be able to tackle well enough by fall to play safety.

CONTINUED ON PAGE 150



Prince Albert

MORE MEN SMOKE
P. A.
THAN ANY
OTHER
SMOKING
TOBACCO



B. J. Reynolds Tobacco Co.,
Winston-Salem, N. C.



HOW TO MAKE

TIRED EYES



FEEL REFRESHED

Just put two drops of Murine in each eye—and your tired eyes seem cleansed and refreshed. Murine's seven tested ingredients bathe the delicate tissues of your eyes gently as a tear. Murine makes your eyes feel good.

MURINE
for your eyes





The key is locked inside

The clear, sparkling liquid flowing into the bell-shaped gadget has just become whiskey. Previously, it was a bubbling mixture of grain and water and yeast. Then distilling turned it into a useful, enjoyable product.

Now the whiskey is ready to be barreled for aging. But first, a Schenley master distiller will check its proof minutely. He will follow it through a series of strict tests in the laboratory.

For this distillate holds the key to Schenley quality: only the finest whiskey ever comes out of a Schenley barrel, because only the finest goes in.

It would take a book* to tell you about the complete network of quality controls which guards Schenley whiskeys. Guards their goodness from the time the grain is grown till, years later, the whiskey is in your glass. That's Schenley's way of bringing you the utmost enjoyment in every drop of every drink.

©1953

*We have a book, fresh off the press! Tells the fascinating story of whiskey making... things you should know when buying whiskey. For your free copy where state laws permit, send a postcard to Schenley Distillers, Inc., Dept. 10, P.O. Box 331, New York 46, New York.



Nature's
unhurried goodness

+

S

Schenley's
unmatched skill

=



The best-tasting
whiskeys in ages

SCHENLEY

HEADACHE?



BUFFERIN[®] acts twice as fast as aspirin!

Doesn't upset your stomach!



Bufferin acts twice as fast as aspirin; won't upset your stomach because Bufferin's special formula combines aspirin with two antacid ingredients.

A PRODUCT OF BRISTOL-MYERS

One-Platoon Football CONTINUED



ON PASS DEFENSE an assistant coach sends Haluska (right) scampering downfield in a drill. Slow afoot, he is consistently outrun by opposing ends.



SIGNS OF IMPROVEMENT are shown on simple pass when Defender Haluska (dark jersey) snatches ball from the outstretched hands of receiver.



WHAT HE DOES BEST, handling the ball, is demonstrated as Haluska fakes a hand-off to one back and gets ready to give to another in signal drill.

CONTINUED ON PAGE 132

UNBEATABLE VALUE FROM TIP TO GRIP!



Very often, when a product becomes world-famous for exceptionally high quality, it is also thought to be prohibitively expensive.

Montague Rods, for example, enjoy this top quality reputation, yet those fishermen who love a fine rod, and who take the trouble to evaluate the price factor, find Montague Rods amazingly low-priced.

Prices for Montague Rods begin at \$2.98 and end at \$100., and within that range is a rod for every purpose, and for every fisherman. It goes without saying that from the lowest to highest priced Montague Rods, the same standard of quality is inherent.*

Why not make your next rod a Montague?

MONTAGUE RODS



MONTAGUE ROD & REEL CO.
Montague City, Massachusetts



*Only Montague Glass Rods carry The United States Testing Company's "Seal of Quality" for constant quality control.

Write for Free
1953 Rod Catalog
Dept. A-5

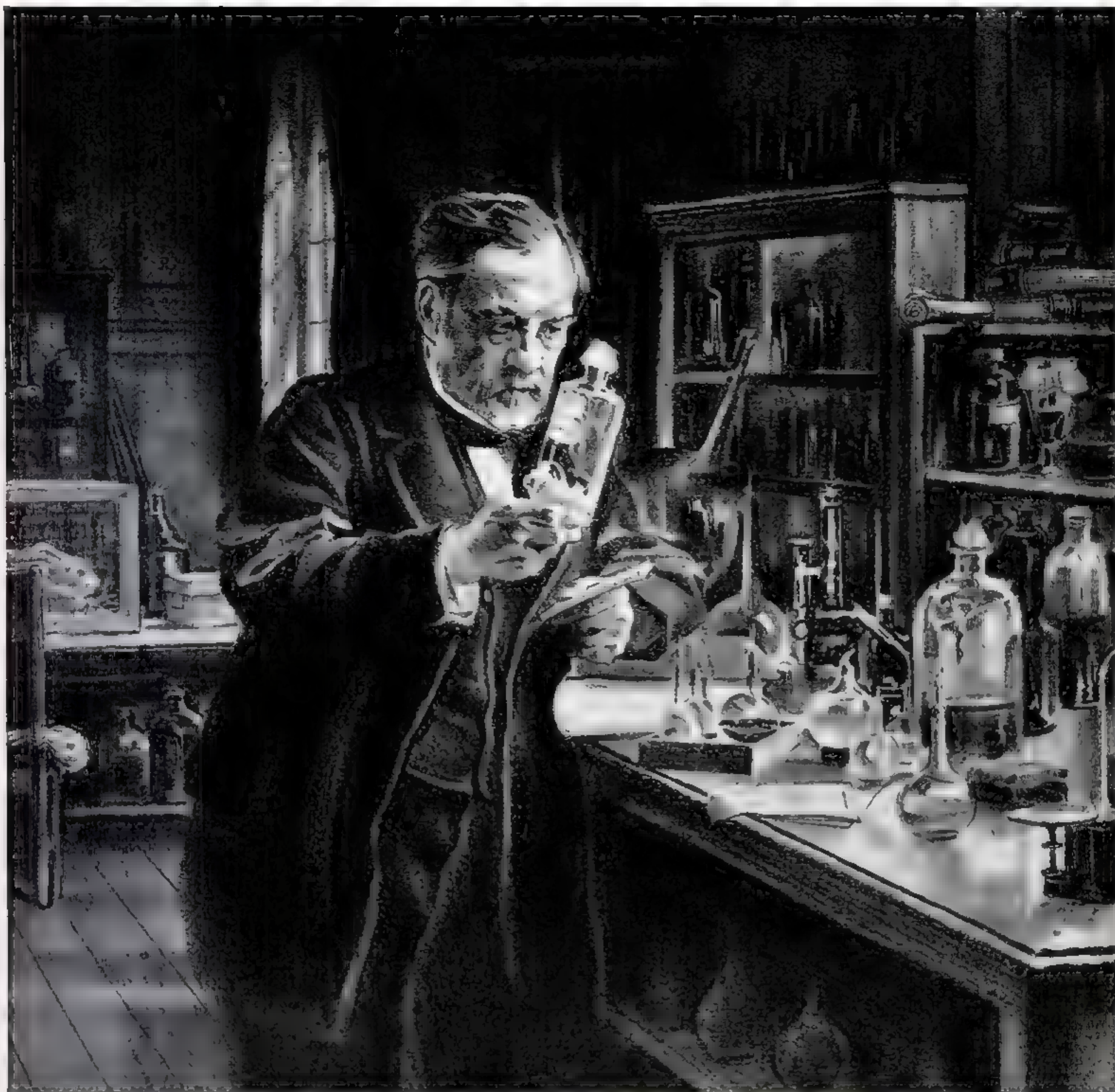
Illustrated in *Hologlass*
Surf Rod #10-1 \$32.50

FOR THE WHITEST SHOES



DEMAND
HOLLYWOOD
**sani-
white**

HOLLYWOOD SHOE POLISH INC.
RICHMOND HILL, N. Y.



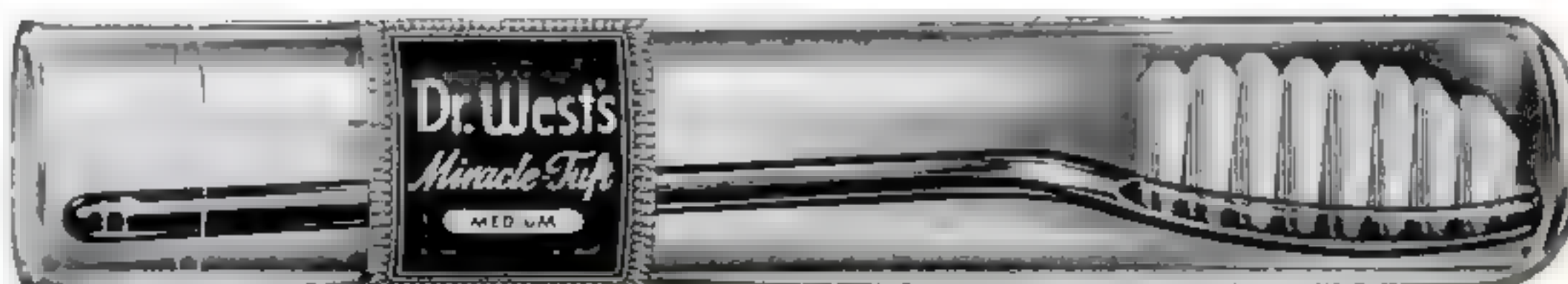
Copyright 1941 by West Products Company

So germ-free Pasteur would have passed it!

Dr. West's Miracle-Tuft is the only toothbrush you can buy hygienically-sealed-in-glass

60¢

Absolute assurance of *complete* sanitation — that's what you get in a Dr. West's Miracle-Tuft. Every single bristle is treated with a special anti-bacterial vapor as the brush is locked-sealed in its own glass tube. No other toothbrush is protected in this way. Only a Dr. West's is *unconditionally safe*.



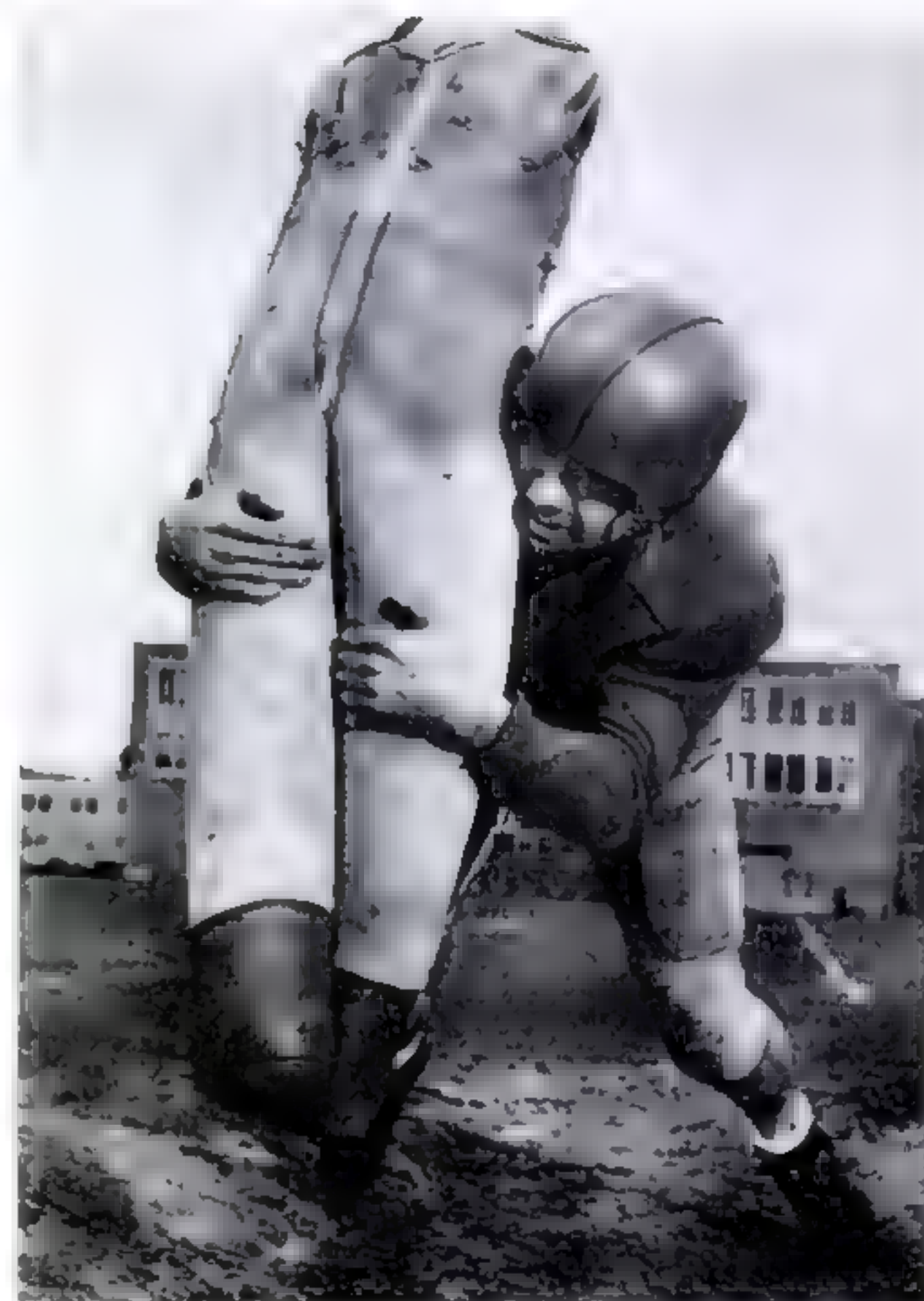
Gifts for Bridesmaids and Ushers



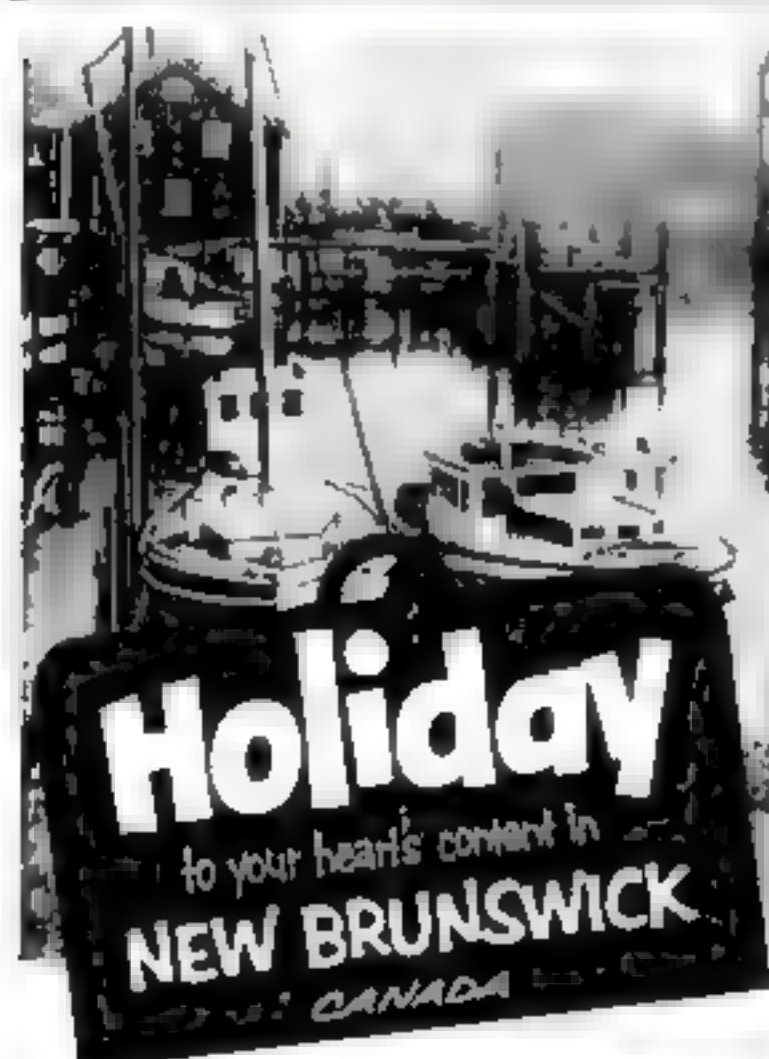
See your jeweler's selection of Kremenz Presentation jewelry. It is superbly made with an overlay of 14Kt. gold for a lifetime remembrance of your wedding day.

Earrings \$13.00 Necklace \$25.00
Tie Holder \$3.50 Cuff Links \$6.00
prices plus tax in fine leatherette gift cases

Kremenz
FINE QUALITY JEWELRY SINCE 1800
BRANCHES: LONDON - NEW YORK - PHOENIX - SAN FRANCISCO - SEATTLE - SINGAPORE - SYDNEY - TOKYO - VANCOUVER
Available wherever fine jewelry is sold



WORKING ON THE DUMMY in effort to improve his tackling, Haluska undergoes first such drill since he played high school football in Racine.



Holiday
to your heart's content in
NEW BRUNSWICK
CANADA

This summer, discover the charm and rugged grandeur of this historic Canadian Province by the sea, with its 1200 miles of paved highways and its modern resort and tourist accommodation. Follow the picturesque Saint John River Valley north through the land of the French Acadians, or travel the rugged Fundy shore to Canada's newest playground at Fundy National Park—there's time to do both! Friendly New Brunswick awaits your visit.

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New Brunswick Travel Bureau,
Fredericton, New Brunswick, Canada.
Please send me illustrated brochure on a
New Brunswick holiday.
Name.....
Address.....
City or Town.....State.....

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for **GOOD**
closet-keeping!

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by Berkeley
T. M. Reg.
★ Gives you more,
permanent storage space...
keeps clothes neater
and handier!

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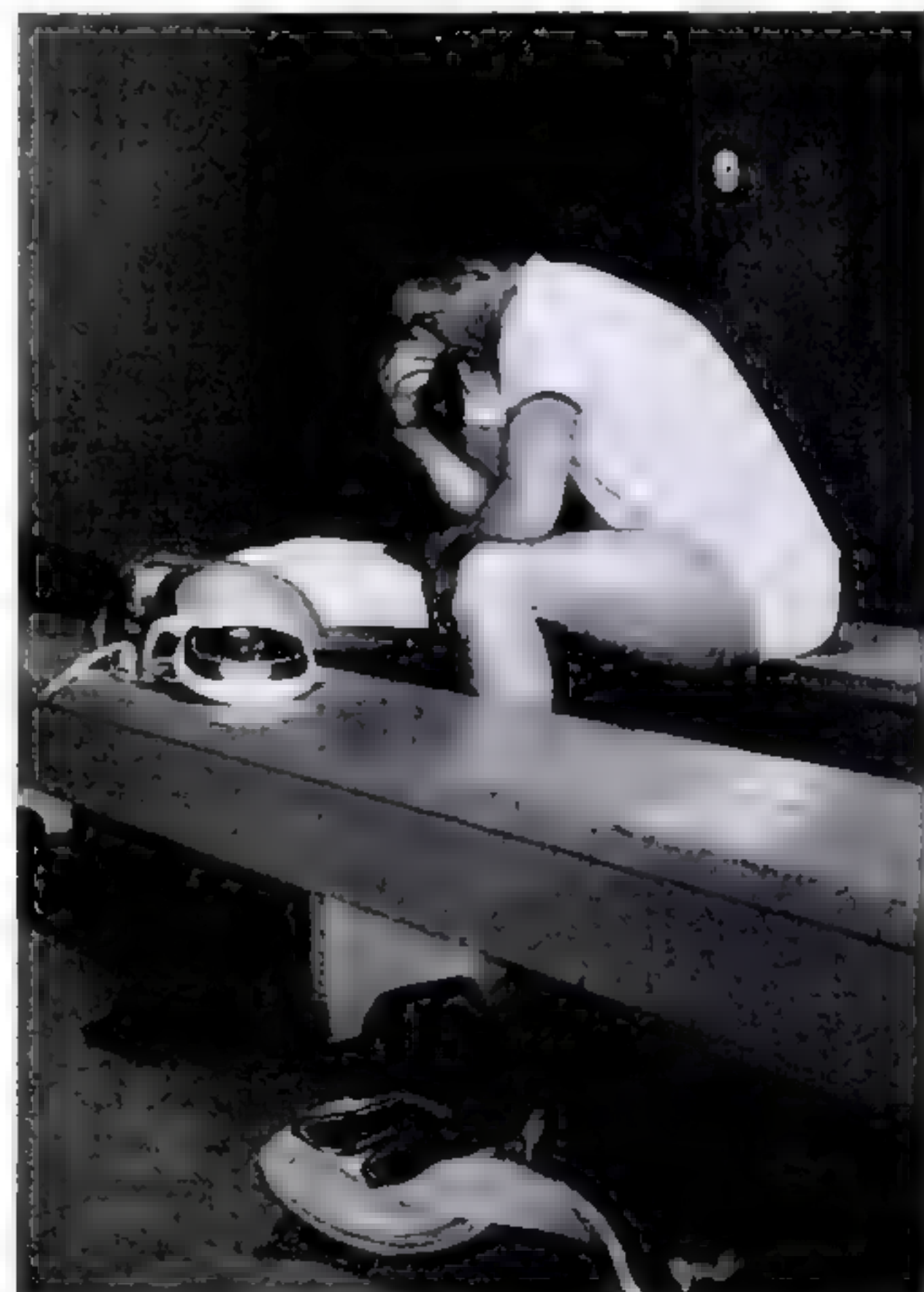
POWER PACKED

Flashlight
Battery



BRIGHT STAR gives
brighter light longer
neutral plastic jacket
guards against corrosion.
Insist on Bright Star
"No-Leak" Batteries today!

BRIGHT STAR BATTERIES
FLASHLIGHT & PHOTOFLASH
CLIFTON, NEW JERSEY



LAST OFF THE FIELD after a busy day working on both offense and defense, Haluska sits wearily beside discarded shoulder pads in locker room.



Outstanding for Excellence

This magnificent chess set is solid ivory, board and figures alike. It was painstakingly carved around 1650 by Flemish craftsmen. The playing pieces represent, in amazingly detailed and lifelike miniature, a 17th century army general, his followers and his enemies. Valued at \$1000, this masterpiece is an example of almost forgotten artistry — truly outstanding for its excellence.



OUTSTANDING among the fine whiskies of the world, Hunter has been unsurpassed for 93 years. Superbly smooth and magnificently flavorful, no finer whiskey has ever passed your lips. *No other American whiskey has been so famous for so long!*

HUNTER
"First over the Bars"

HUNTER-WILSON DISTILLING CO., INC., LOUISVILLE, KY. BLENDED WHISKEY, 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.

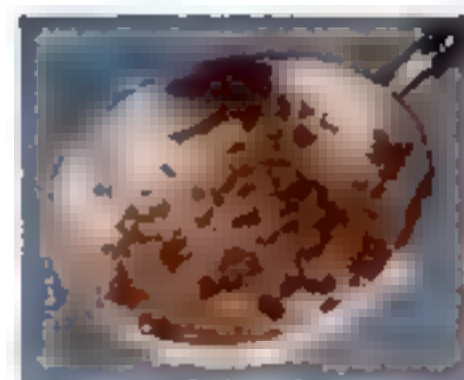
Ask a friend who owns any other dishwasher if hers can match what James can do:



Removes stuck-on foods - even dried egg yolk.



Removes smears, rings; soft-water rinsed - no spots.



Removes grease, crusts from pots, pans, skillets

Even dried egg yolks vanish in this **JAMES®** *Wall of Water** dishwasher no hand pre-rinsing...no installation



INSTALLED MODELS
ALSO AVAILABLE

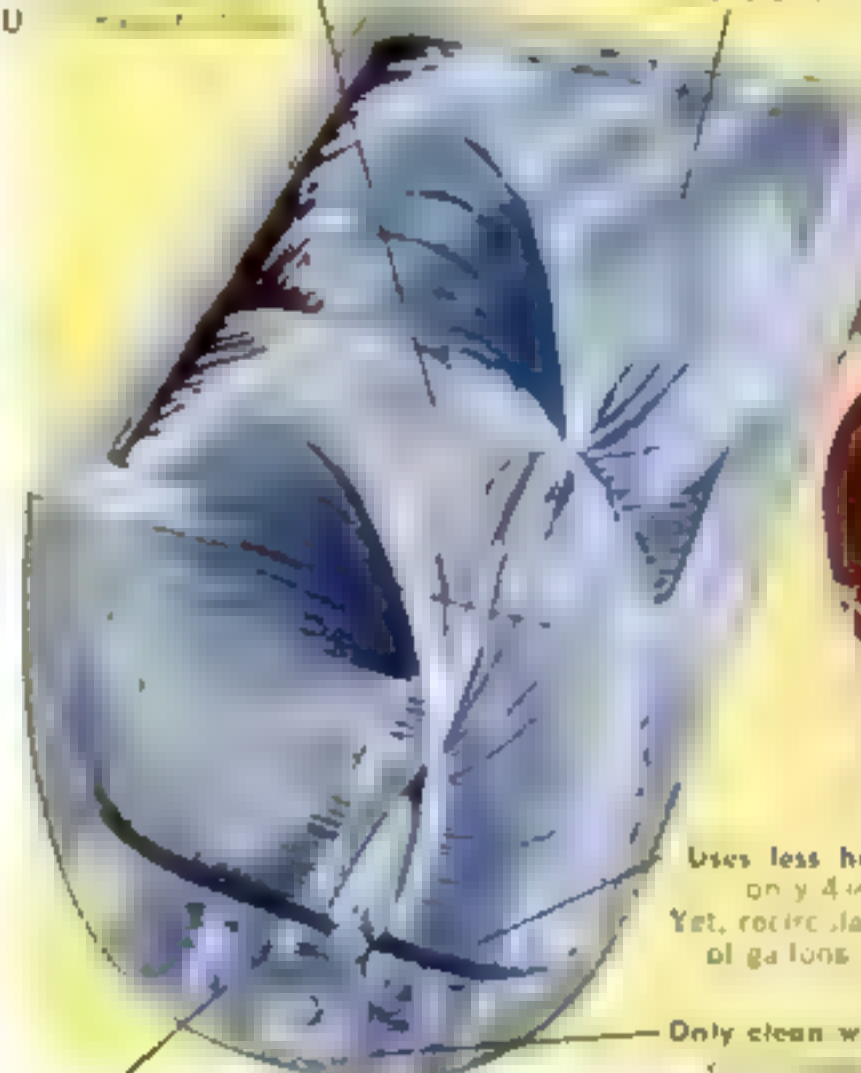
How she did it: 1. Dishes loaded at table-side (loose food scraped off). 2. James rolled to sink, connected, turned on (no pre-rinsing). 3. James did the dishes—all 113 of them. 4. James is ready to wheel to cupboard for unloading.



You can let JAMES do it. Entirely mobile—keep it anywhere. No installation of any kind. No kitchen changes. No plumbing. No wiring—just plug into regular outlet. Water comes from your faucet. Dishwater drains into sink.

"Let **JAMES** do it!"

James Screw-shaped
WALL OF WATER action



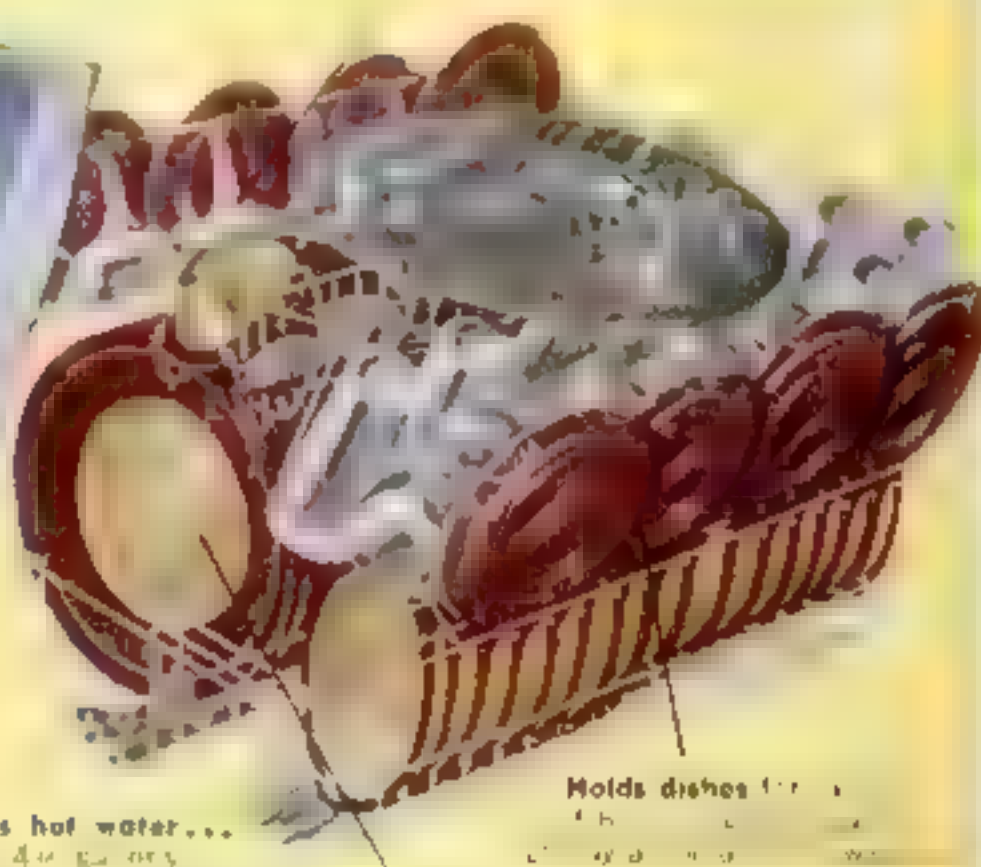
Fast, radiant heat drying in just 2 minutes from built-in heating unit. (Sterile-dry* process).

Fun to watch it through thick, heat-resistant glass (easier to load, too).

Uses less hot water... only 4 1/2 gallons. Yet, rotating jets hundreds of gallons over dishes.

Only clean water prevents food particles from recirculating over dishes.

No hard-water "spots", streaks, or film after drying, because only James has a built-in thermostat.



Dishes hygienically cleaned with sterilizing final rinse. (180° soft water) Only James has a thermostat.

Only JAMES has this powerful ever-moving WALL OF WATER* that outwashes even the best "spray-type" actions:

This screw-shaped "Wall of Water" outwashes any other dishwasher action—because it alone "scrubs" every surface of every dish in turn 494 times with evermoving solid walls of water—not with a hit-or-miss "spray".

Other dishwashers only "help" with the dishes—while James *does* them. Removes even sticky foods without hand pre-rinsing. Yet delicate crystal is safe—enugly racked.

James costs \$100 to \$200 less than smaller capacity dishwashers it outwashes. Lower cost when you buy it, no cost to install it.

Even if you rent an apartment, you can enjoy a James. If you move, take it along.

Extra length hoses and cord store inside cabinet. Ready to wash in just 20 seconds.

Holds more dishes than any other dishwasher—over 100 pieces: 16 dinner plates, 8 salad plates, 8 bread 'n' butters, 8 saucers, 8 cups, 8 glasses, 8 sherbets, 48 pieces of silver, plus platter. Washes pots and pans with your dishes or separately.

Takes less floor space: 17 1/4" wide, 24 1/4" deep.

Stainless steel interior. Baked enameled, heavy-gauge steel cabinet.

Ask your James dealer to demonstrate "the dishwasher that removes even dried egg yolks." Then you won't settle for less than the only truly automatic dishwasher that costs less than others of smaller capacity **\$269.50**—the new James Premier. Only.....

James Deluxe, only.....**\$199.95**

Easy terms available

For FREE HOME TRIAL, write James Mfg. Co., Inc., Independence, Kans., America's only exclusive makers of dishwashers.

America's largest selling automatic mobile dishwasher

*"JAMES", "Wall of Water" and "Sterile-dry" are trademarks of James Mfg. Co., Inc. © 1953 James Mfg. Co., Inc.



ZOLA'S WIFE. Alexandrine wears a stern and sober look in this portrait made by her husband. She was his faithful and understanding companion until the day he died at the age of 62.



ZOLA AS A PHOTOGRAPHER, holding one of the many cameras he owned, poses for a formal portrait made about 1894. This picture was taken by Mlle. Rozerot, his mistress.



ZOLA'S MISTRESS. Jeanne Rozerot, shows her bright-eyed charm in this portrait by a commercial photographer Zola, who was 48 when he met her, said she made him feel like 30 again.

FOR THE FIRST TIME IN THE U.S.
'LIFE' PRESENTS PHOTOGRAPHS BY

Emile Zola

A long-guarded pictorial record of life at the turn of the century
shows the great French literary realist as a realistic photographer

When he died in 1902, Emile Zola left behind a tradition of literary greatness which has flourished through the years. His biting and realistic novels influenced several generations of naturalistic writers. The story of his tormented life and his brave defense of Captain Dreyfus became familiar to millions who saw Paul Muni playing the hero of the 1937 Warner Brothers movie, *Life of Emile Zola*.

The world has been told over and over that Zola, the prolific man of letters, was also an enthusiastic and talented photographer. In the eight years before his death he took more than 6,000 photographs, but they were

zealously guarded by his heirs for half a century. On the 50th anniversary of Zola's death some of his pictures appeared in France. Now LIFE publishes a selection for the first time in the U.S.

The pictures reveal that Zola had an uncommonly sharp eye for life-like and mood-catching detail. With the same passion for realism that characterized his writing, he broke from the contemporary conventions of photography and used a camera as a precision-tool instrument to capture the facts of the everyday world around him. The result of his efforts is a rare and sensitive record of life in France at the turn of the century.



EXAMINING NEGATIVES, Zola was photographed by his wife. The picture was made with a panoramic camera used to take the scenes on opposite page.



ZOLA'S HOME at Médan, photographed by Alexandrine, shows Zola standing on the balcony of the third floor study where he wrote many of his novels.

PANORAMIC PICTURES OF A PLEASANT LIFE

In 1888, made prosperous by a succession of novels, Zola was living in his richly decorated summer villa on the banks of the Seine at Médan, 19 miles from Paris. In the early days of his career he had suffered grinding poverty and had sometimes made meals of captured sparrows roasted on the end of a curtain rod. But now he lived lavishly, wrote his successful *Vana* and *Germinal*, and surrounded himself with a circle of artistic friends like De Maupassant and Flaubert.

It was here that Zola, at 48, fell in love with Jeanne Rozerot, his wife's beautiful 20-year-old housemaid. Torn between his feeling of respect for his wife, Alexandrine, and his love for Jeanne, Zola decided to continue living with his wife while, in the not uncommon fashion of his day, he made Jeanne his mistress.

Around 1894, to capture the happy hours he regularly spent with Jeanne and the two children she bore him, Zola bought his first camera. Soon he had not one camera but several. He learned to develop and print his own pictures and eventually had darkrooms in the bathroom at Jeanne's home as well as in his own at Médan and in Paris. He experimented with wide-angle and panoramic cameras, with glass plates and celluloid films, with citrate developer and colored printing papers. After a trip to Italy in 1894, the hundreds of snapshots he brought back proved to be as helpful as his notes in writing a book about Rome. But Zola chiefly took pictures for pleasure, and his enthusiasm was so infectious that eventually his friends and family, including sober Alexandrine, were carrying little box cameras and taking many pictures themselves.



ZOLA'S DESK in his Paris apartment, where he and his wife lived for four months of the year, was littered with the baroque bric-a-brac he loved to collect.



A VIEW FROM HIS STUDY shows the grounds of Zola's estate at Médan. From left to right can be seen the long drive bordered with linden trees, broad

lawns with circles of flower beds, and beyond the fields and pine trees the river Seine. Zola's mistress, whom he could watch with a telescope, had a home nearby.



A GROUP OF FRIENDS on an outing to Saint-Germain-en-Laye includes Zola himself. He is seated on the bench in front of the tripod on which one of

his many cameras is mounted. To make this panoramic picture, Zola set up another camera and tripod and showed someone else how to snap the shutter.



AN ISLAND IN THE SEINE which Zola owned was opposite his riverfront estate. It has a chalet where Zola and his literary friends often worked. Here Zola's

friend, Cozanne, painted his *Fun of Médan*. On the left are two rowboats used to reach the island—*L'Esfont Ra* and *Noua*, named after Zola's novel.



A SCENE IN PARIS taken in 1894 shows the Place Dauphine (foreground) and the Avenue du Bois, now called Avenue Foch, stretching off into the distance.

Mme. Zola (right), standing near the coach in which she and her husband had been riding, can be seen bending over taking a picture of her own at the same time.



AT TEATIME in garden of his mistress's home, Zola sits with Jeanne and their children, Denise, 11, and Jacques, 9. Zola may have taken picture himself with long, hidden device connected to camera.



ALONG THE SEINE, Zola presents tender scene of loving fatherhood as he strolls with Jacques (left) and Denise. The picture was taken by Jeanne, to whom Zola had given a box camera of her own.



PORTRAIT OF HIS CHILDREN is touching but stiff because it needed long exposure indoors

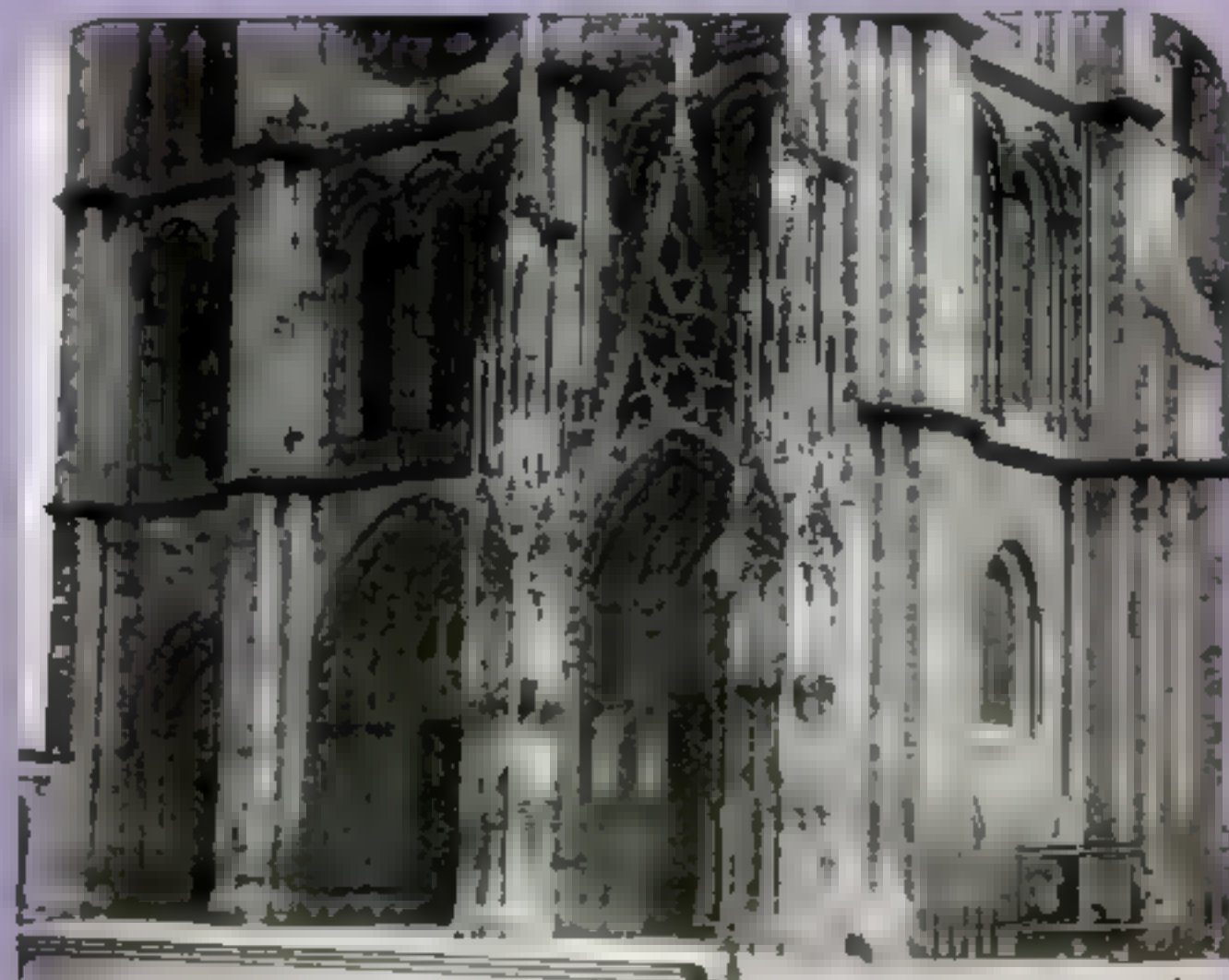
A PROUD FATHER AND HIS FAMILY

"To make a book, to plant a tree, to have a child . . ." This was Zola's idea of a full life, and he felt he had finally found it when his mistress bore their first child, Denise, in 1889. Two years later a son was born, whom Zola always called "le petit Jacques."

Almost every afternoon at teatime, carrying an armful of flowers, Zola walked or bicycled to visit Jeanne and the children at their home. He was an adoring father who, as Denise later wrote, "dedicated his leisure hours to us." He took long walks with them along the Seine, brought them fancy gifts concealed in his coat pockets and photographed them continuously. Eventually, Zola's childless wife came to accept and respect Jeanne. And it was Alexandrine, after her husband's death, who arranged that Jeanne's children should use the Zola name.



SMILING JACQUES, sitting on a wooden-horse tricycle and pulling its frazzled tail, posed for Zola when he was about 10 years old. The toy was one of many that Zola lavished on his children.



TINY JACQUES is almost lost in front of the cathedral at Mantes. To give realism to his shots of buildings and scenery, Zola used his children and other people in natural poses and action.





FERRIS WHEEL was photographed by Zola at the 1900 Paris Exposition, to which he liked to bring his children.



EIFFEL TOWER was used by Zola to frame a view of the distant Trocadero. He was fascinated by architecture and recorded many views of it in his pictures.

THE FLAVOR OF A RACETRACK at a quiet moment between races was captured by Zola at Longchamps in 1900.





CONTINUED ON NEXT PAGE



KEEP

**the power
you bought!**

ON HIGH-SPEED HIGHWAYS or in city traffic, here's a way to cut down damaging friction: Always use a brand of 100% Pure Pennsylvania Motor Oil. You'll be treating your motor to an oil that's made from Nature's finest crude oil.

ASK for a brand of
**100% Pure
PENNSYLVANIA
Motor Oil**

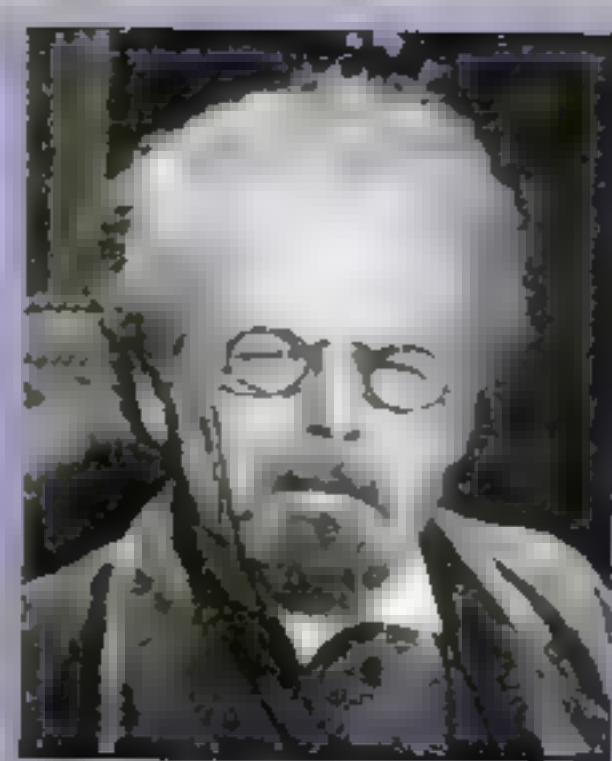
PENNSYLVANIA GRADE
CRUDE OIL ASSOCIATION
Oil City, Pennsylvania



EMILE ZOLA CONTINUED



LAST PORTRAIT of Zola was made by his mistress in 1902, a few days before he accidentally died of asphyxiation at his home in Paris.



MOVIE ZOLA was strikingly portrayed by Paul Muni. French authorities thought the film controversial, did not show it until 1952.



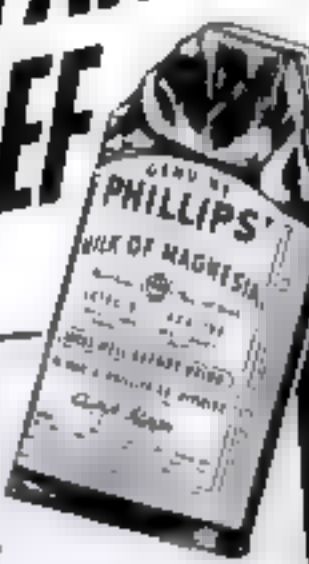
ZOLA'S FOLLOWERS, who make an annual pilgrimage to Zola's estate at Médan on the anniversary of his death, admire a bust of Zola on the grounds.



ZOLA'S SON, Dr. Jacques Emile-Zola (shown with his family), was a guest of honor at a literary celebration held in Paris on the 50th anniversary of his father's death. He is now a 61-year-old Paris doctor and guardian of the collection of Zola photographs. His sister Denise is no longer living.

Antacid-Laxative
PHILLIPS'
MILK of MAGNESIA

**FOR
GENTLE-THOROUGH
CONSTIPATION
RELIEF**



Temporary constipation is usually accompanied by acid indigestion—yet most laxatives act on irregularity alone. But Milk of Magnesia does more. It relieves both conditions... gives you more complete relief. So use Phillips' Milk of Magnesia — the best laxative money can buy.

Welsh

"Boodle" Buggy
Travel Bed — Bassinet Carriage.



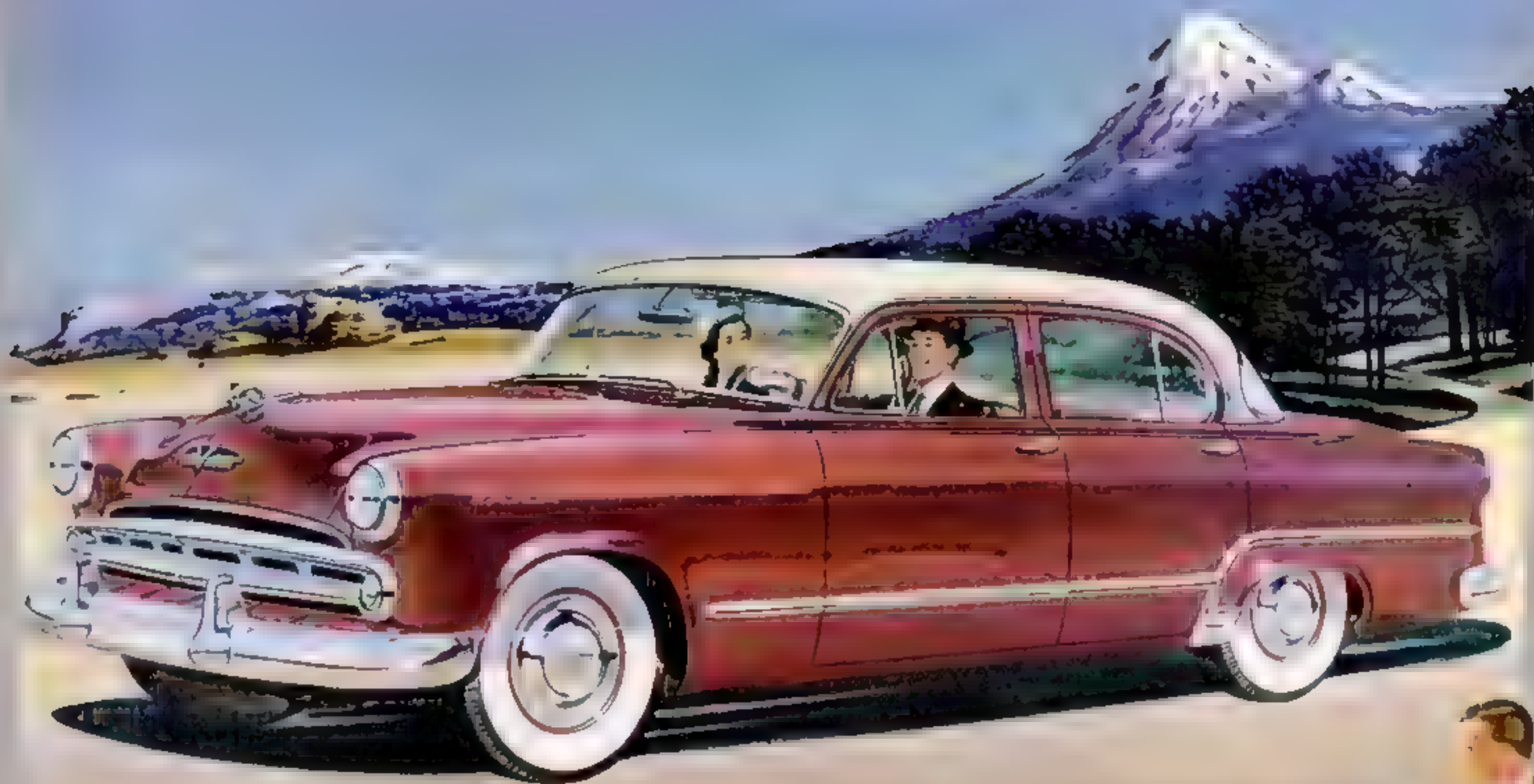
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With Sun Visor, Storm Shield and car hooks.
At leading stores.



With roomy shopping bag, surrey top, steel frame.

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WORLD'S LARGEST MANUFACTURER OF FOLDING BABY CARRIAGES



CORONET V-EIGHT 4-DOOR SEDAN

You've Got to Drive It to Believe It!

Newest, nimblest piece of live action on four wheels! That's the report on America's all-new Action Car... the sleek and trim new '53 Dodge. It's something you must experience for yourself: the surging flow of Red Ram V-8 power, the secure sense of driver mastery and control, the travel-planned comfort of its spacious interior and Oriflow ride. Here's the car that active, on-the-go Americans claim for their own. One drive... and you will too!

Specifications and equipment subject to change without notice.

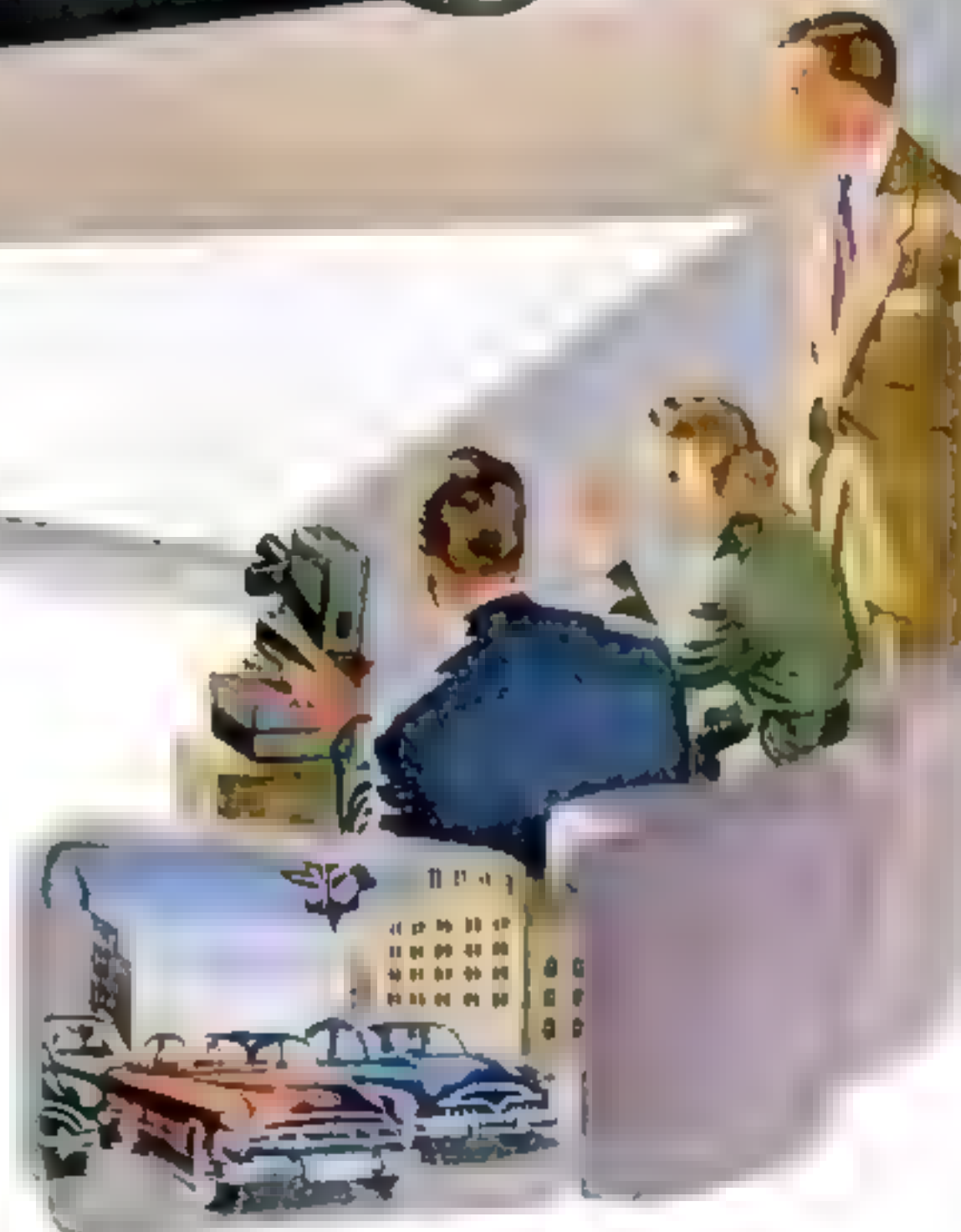


Snugs Down on Curves

Like a sports car! With more rigid frame, new Stabilizer suspension, lower center of gravity, Dodge is built to control the safety-reserved power of the Dodge Red Ram V-8!



The Action Car For Active Americans



Glides Nimble in Traffic

Discover the winner car that is yours with no dead weight—no car class that's hard to hang around! Dodge's new low center of gravity compact. With curved wheel shields and takes road curves so much better.

All New '53
Dodge

V-EIGHT OR SIX



"NOW MORE
CAN AFFORD IT"



HE NOBLEST BOURBON OF THEM ALL

There is a luxury to the smoothness and mellow perfection of OLD TAYLOR that places it far above the commonplace. It is a far, far finer whiskey than many people are accustomed to enjoying. But if you are among those who like to pamper their taste, you will find OLD TAYLOR a rich delight—at a price *lower today than you might imagine*. *The Old Taylor Distillery Company, Frankfort, Kentucky.*

OLD TAYLOR

KENTUCKY STRAIGHT BOURBON WHISKY





LAWN ON DEFICIENT SOIL AT FT. LAUDERDALE, FLA. WAS TREATED IN WIDE STRIPS WITH 'F.T.E.' A MONTH LATER TREATED STRIPS ARE DARKER, THICKER

NEW WAY TO IMPROVE POOR SOIL

By combining vital trace elements with glass, F.T.E. overcomes soil deficiencies and improves crops


In almost all ways, the plot on which the lawn above was sown was a fertile piece of ground. But it was deficient in some minerals which, because they are usually present in the soil in minute quantities, are known as trace elements—iron, manganese, boron, zinc, copper, molybdenum. The lack of them makes crops skippy. This lawn was treated in strips with a new product called F.T.E. (Fritted Trace Elements). As the grass grew, the treated strips became green and healthy, untreated strips yellow and thin.

In many agricultural areas the deficiency of trace elements produces serious problems for farmers. But it has never been possible to put them into the soil so that they do not wash out or become chemically unavailable to plants. Five years ago two agronomists proposed to Ferro Corporation, world's largest manufacturers of frit, or pulverized glass, that they try to trap the trace minerals in glass. Since glass sticks in the soil and minerals dissolve from it slowly, the difficulty of enriching the soil

with trace elements would be largely overcome.

After five years of experiments, Ferro and the agronomists have produced F.T.E. Now available to farmers and gardeners, it has increased vegetable and flower production as much as 40% in deficient soils. F.T.E. is not a substitute for fertilizer. It should be used only where tests show a trace element deficiency in the soil. One pound of F.T.E., which is enough to treat 400 square feet of land, costs \$1 and only one application every year is required.

**BUY FUN
FOR THE KIDS!**



**FLEER
DUBBIE
BUBBLE
GUM**

Guaranteed by
Good Housekeeping
as not an advertised product

For a chore well done, there's no better reward than Dubbie Bubble. Ideal, too, for treats at parties and picnics. Only a penny a piece!



**Here's how
to make
HASH
go over BIG
—add**

**LEA & PERRINS
SAUCE**

THE ORIGINAL
WORCESTERSHIRE

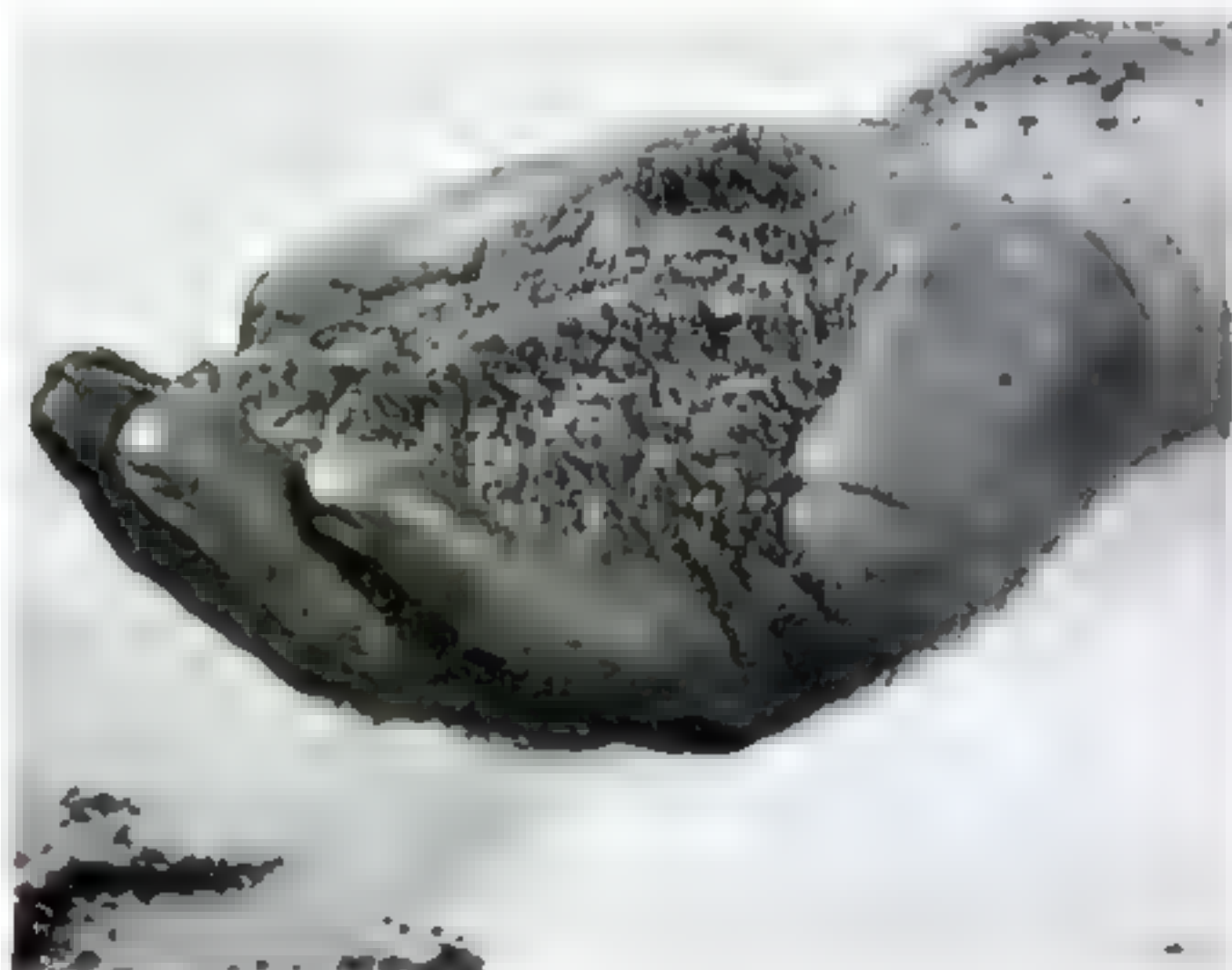
"HOW TO CARVE" illustrated lessons included with brand new FREE 64-page Recipe Book

"DISHERS MEN LIKE"

Write LEA & PERRINS, Inc.,
241 West St., N. Y. Dept. L-5



PAIR OF RADISHES were planted at same time in same soil, in Florida. One at right had small quantity of F.T.E. added to soil, is three times larger.



THE COMBINATION of glass and minerals which make up F.T.E. feels like fine sand, does not cut hand. Minerals are released over period of months.



HIBISCUS PLANTS above were same size when F.T.E. was used on one at right. Six weeks later treated plants sold for \$3 each, untreated for \$1.50.

**RELIEVES PAIN
OF HEADACHE
NEURALGIA
NEURITIS**

FAST



The way thousands of physicians and dentists recommend

Here's Why...


Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.



**No comb-scratch
No torn hair
Ace does very well
Up there!**

Indeed it does! In fact Ace protects your hair and scalp because its teeth are carefully rounded at ends and edges. Made of genuine Ace Hard Rubber, strong Ace Combs cost less because they last longer. For good grooming, replace with Ace, individually boxed, many styles. American Hard Rubber Company, N. Y. 12.

**ACE®
HARD RUBBER
COMBS**





Little girls and big girls, too...
 need the Natural Oil Protection of Woodbury Shampoo

Many mothers use Woodbury Shampoo to wash their children's hair, as well as their own, because it's so gentle. Woodbury is made of natural oils, so it won't dry the hair and scalp. It protects the natural oils of your hair while it cleanses; leaves hair glossy and easy to manage. The low price of Woodbury Coconut Oil Castile Shampoo is another advantage. So many millions of people buy this family shampoo, it costs much less than you'd expect to pay for such quality. Buy the big bottle for *your* family.

Woodbury Shampoo . . . best for all the heads of the family



IT'S TIME TO WARM UP FOR

The man to beat this year is U.S. Open Champion Julius Boros—the P.G.A.'s "Golfer-of-the-year"—top money-winner of 1952.



*The medal you'll win if you beat Boros, will be a proud possession for years to come.
(Shown here ¾ actual size)*

THERE'S only one week-end left before National Golf Day—the day you get the chance to match scores with America's Open golf champion, Julius Boros.

Better get your warm-up rounds in this Saturday or Sunday and be ready for the big event on Saturday, May 23rd.

Everyone's eligible:

MEN: Play with your regular handicap, on your home course or any other you choose. \$1.00 entry fee covers one 18-hole round, but you can enter for more than one round if you want.

WOMEN: Same rules as for men, but with 7 strokes added to your handicap. If your club restricts ladies' play on Saturdays, you can play your National Golf Day rounds any weekday from the Monday through the Friday preceding May 23.

CADDIES: May compete on payment of entry fee of only 25¢ per round. Rounds to be played on the "Caddies Day" just before May 23.

Your chances are good! Boros will play the Oakmont Country Club course at Pittsburgh, scene of the 1953 U. S. Open—called "one of the ten toughest links in the world."

If your card, with handicap, tops his, you'll win the "I beat the U.S. Open Champion, Julius Boros" medal.

Worthy causes will benefit. All money received from entry fees will be divided even between the USO and the National Golf Foundation, Inc., sponsor of worthwhile causes in golf.

All costs in connection with the running of the annual tournament are being paid for by LIFE Magazine.



NATIONAL GOLF DAY (MAY 23)



CROONER CROSBY, one of last year's most celebrated contestants, won his 1952 National Golf Day medal by shooting a steady 74 with a 5-stroke handicap.



ACTRESS JANET BLAIR was number one among the 80,000 entrants in the highly successful 1952 competition. In spite of her excellent form, she didn't win.



GOLFER HOGAN, last year's man to beat, turned in a neat 71. Nevertheless, one out of every seven competitors won a coveted "I beat Ben Hogan" medal.

BENEFITS GO TO USO AND NATIONAL GOLF FUND, Inc.



FROM THE MORE THAN \$80,000 collected in the 1952 tournament, half was donated to USO to aid servicemen's recreational facilities. USO Chairman Harvey Firestone, Jr., says National Golf Day made possible one of the largest single contributions to that worthy fund in 1952.

HORTON SMITH, president of P.G.A.: "National Golf Day is the biggest golf event I've ever been associated with. It made possible the National Golf Fund, Inc.—the first organized welfare fund devoted to all worthy causes in golf."

"Last year, National Golf Fund, Inc., supported many such causes. Grants were made to such worthwhile activities as the National Caddie Scholarship Fund, the P.G.A. Benevolent Fund, the U.S.G.A. turf research fellowship, A.W.V.S. Swing Clubs and many other organizations."

NATIONAL GOLF DAY will be covered on radio. Tune in your local CBS station between 5:00 and 5:30 P. M.



LIFE

**SECOND ANNUAL
NATIONAL GOLF DAY**
Saturday, May 23, 1953





PARENTS CHEER WILDLY DURING BEAN BAG RACE WHICH DECIDED CONTEST

Life Goes to a Girls'

SONGS AND ACROBATICS WIND UP

During Girls' Week activities at Baldwin High School on Long Island, the boys manage to get in on an afternoon tea dance. Their presence there is considered unavoidable. But all the rest of the week is given over to the young ladies. Split into teams, the Blue and the Gold, the girls receive points for behavior during the week, for attendance at "Go to Church Sunday," for singing songs and giving original cheers at a mothers' luncheon and fathers' night. The week, which is directed by the girls' physical education department, winds up in a frenzied "Sports-nite" at the gym where the teams try to outdo each other in song, dance and gymnastics.

This spring the Blue and Gold teams came up to Sports-nite almost



DEEP SEA DUET was done by Blue team captains, who dressed as fish and acted as narrators leading their entire group in singing the finale number.



STUNT RELAY in which girls scrambling over and under teammates, ended with a frantic rope-knapping. Junior above was a member of losing team, the Blues.

PRIZE SPARKLER Joan Theriault acted a diamond who emerged from pirates' treasure chest to sing with chorus of rubies, emeralds and sapphires.



Gym Competition

A FRENZIED HIGH SCHOOL WEEK

even in points. In presenting their musical pageants the performance of the Gold team in "Heavenly Daze," an earthy visit by two angels, was tied by the Blue team's "Fanta-Sea," an underwater tale. The Blues won most of the relay games, but in marching drill the Gold team won out for its ingenious bubbling fountain which spilled out girls. With the Gobbs' head there was still the bean bag relay to be run off. Here, by a desperate last effort, the Blues came in first and the final result of the whole week's endeavor was a tie. At that point things began to fall apart. The mistress of ceremonies forgot to announce a song, nobody could remember what key *Taps* was to be sung in, and the evening ended in giggling chaos.



PRIMPING STARS WAIT NERVOUSLY BEFORE NIGHT'S FIRST SONG NUMBER



MUSICAL ROOKIES from sophomore class acted out and sang *Tell Me Out to the Blue* when team letter is lettered on their uniforms it go a dast



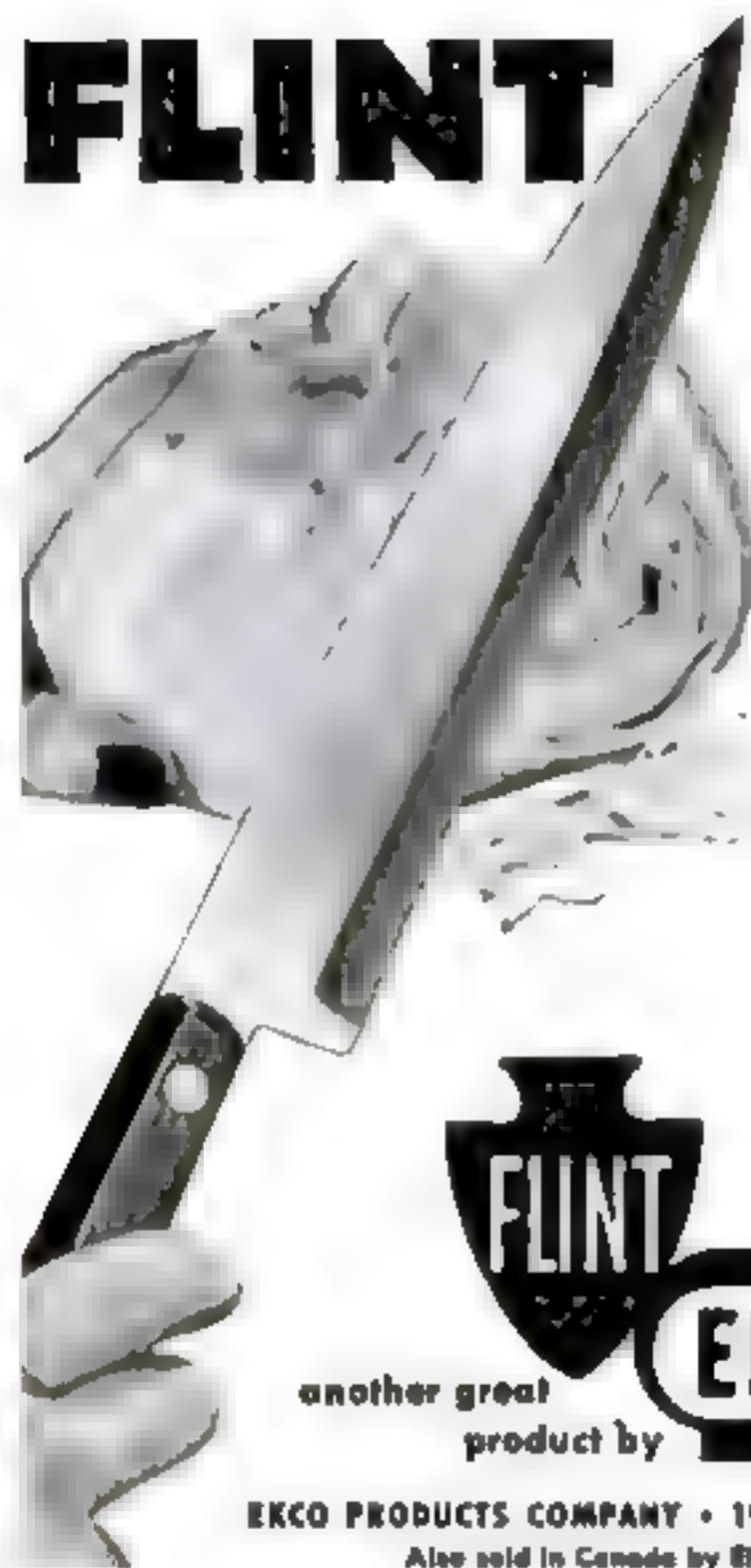
CYCLING PAIR in Gobbs' "Daisy" made several wobbly trips around the gym on an obstreperous tandem but greeted applause with cheerful aplomb

SPRIGHTLY SKELETON Elaine Freeman, Blue team's song and cheer leader, headed a chorus of corpses in a polished jazz version of *Dry Bones*

See how
much better
they are . . .



FLINT KNIVES



In one place...in easy reach
every knife you need!

Every knife vanadium stainless steel!

In the Flint Holdster Set you have the six knives you use the most in one place . . . in easy reach. Paring knife, utility slicer, French Cook's knife, steak slicer, bread knife, and roast slicer! Every knife has an exclusive Flint rosewood handle . . . a Flint vanadium stainless steel blade, hollow-ground to stay sharp longer!

Flint knives are available individually or you can choose from a wide assortment of gift-boxed sets wherever fine housewares are sold!

Enjoy Welcome Travelers TV, starring Tommy Bartlett Mondays over NBC-TV.



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product by

the greatest name in housewares

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Scuffy
THE MIRACLE
SHOE REFINISHER

makes scuffed shoes
look **NEW**

There's only one Original SCUFFY! Costs less
than a penny a treatment. All popular colors.



K. J. Quinn & Co., Inc., Malden, Mass. famous since 1880 25c AT GROCERY AND 10c STORES

'Sportsnite' CONTINUED



HOVRING MOTHER lends backstage assistance to daughter in putting costume for Blue act. All 408 girls dressed in auditorium before spectators came.



PRACTICED FATHERS came out on cue to remove Gold team's props before Blues' program. Work went smoothly but snorts were sometimes audible.

CONTINUED ON PAGE 175

Stunning



It's dashing and debonair... a happy marriage of modern and classical... the exciting new "Tuxedo Top" Gas Range by PERFECTION. Ordinary words simply can't do it justice. But call it stunning or just plain magnificent, it's the world's finest gas range. We urge you to compare it with any

other range on the market — discover for yourself its outstanding cooking convenience and beauty... the bewitching jet black and chrome wipe spick and span in seconds. Be sure to see this wonderful new range at your dealer's — soon. Your kitchen deserves the best — and the best is PERFECTION.

P  65 years of fine products...

RANGES	electric • oil • gas
FURNACES	oil • gas
SPACE HEATERS	oil • gas
WATER HEATERS	electric • oil

PERFECTION STOVE COMPANY • CLEVELAND 4, OHIO
Available in Canada

Perfection



NUTRILITE IS A FOOD SUPPLEMENT



NUTRILITE

*A distinguished product
among food supplements*

Nutrilite is sold and offered for sale solely as a food supplement to supplement or fortify the diet for the purpose of preventing or eliminating vitamin and mineral deficiency conditions. With moderation, common sense and foreknowledge as three important keys to healthful living, this advertisement is dedicated to the important part that proper diet plays in family life.



Nutrilite Food Supplement is sold only through authorized independent distributors. Look in your classified directory under "Vitamins" or "Food Supplements," for the Nutrilite Distributor nearest you... or write Mytinger & Casselberry, Inc., 1722 Santa Fe Avenue, Long Beach, California.



MOVING PYRAMIDS, composed of tumblers from the junior class, crept slowly together, then rocked recklessly back and forth until everyone toppled.



ENCIRCLED HEADSTAND, a simpler act done by freshmen, was called a lily by some freshmen, a rose by others and was conceded by all to be a flower.

Pete is my husband—but... my new EUREKA Roto-Matic is my honey!



• Such a delight to work with—how can anything so powerful be so light! Whisks up every speck of dust, every clinging thread—almost effortlessly! It's the most wonderful thing that's happened in homemaking in years—visit your EUREKA dealer soon!



GETS ALL THE DIRT... FAST!

Banish dog hairs, stubborn lint, ingrained dirt! Amazing new Eureka No. 80 Rug Nozzle with full floating brush gets 'em fast! Raised "glider shoes" for easy action, perfect cleaning on all types of rug.



SUCTION ADJUSTS AT FINGER TOUCH!

Cleans your draperies, delicate fabrics without pulling! A slight twist adjusts opening to control suction! A lot or a little—as you want it!



YOU HARDLY HEAR IT!

"Whisper" quiet—no vibration! Motor mounted in live rubber. No annoyance to the sleeping baby, the cranky neighbor... no loud whine or shrill whistle to jar your nerves!

EASY-ACTION SWIVEL-TOP
cleans all over
from ONE position!

exclusive ATTACH-O-MATIC CLIP-ON TOOLS!

Tools always where you want them, when you want them!

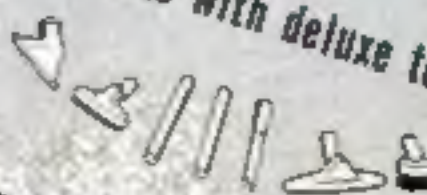


**NO
DUST BAG
TO EMPTY!**
(of course)

IMAGINE! ONLY

\$69.95

Complete with deluxe tools



-you save
\$20 to \$30 with

EUREKA
Roto-Matic
SWIVEL-TOP CLEANER

Eureka Division, Eureka Williams Corporation, Bloomington, Illinois
In Canada: Onward Manufacturing Co., Kitchener, Ontario



AN UNHAPPY HARBINGER

The robins arrive in Ohio from the South toward the end of March and, in the warm sunshine, get down to business, making nests and hatching eggs. This spring the robins arrived in Dayton on schedule, got their eggs laid and then something went wrong. In an April unseasonably cold all over the U.S., Dayton experienced its heaviest April snowfall in 29 years. This robin

found herself sitting unhappily on her eggs in the middle of a cold and highly unconventional drift of snow. Photographer Bob Doty quietly set up his camera near the nest and, so as not to frighten the bird and give her any more discomfort, fired the trigger from his car by remote control. The robin outlasted the snow and when it melted she was still resolutely atop her eggs.



... it's always
a pleasure
to drink . . . to serve

I.W. HARPER

The Gold Medal Whiskey since 1872



THE *Prized* BOTTLED IN BOND
KENTUCKY STRAIGHT *Bourbon*

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF, I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY

NOTHING—NO, NOTHING—BEATS BETTER TASTE

and **LUCKIES**

TASTE BETTER!

Cleaner,
Fresher,
Smoother!



You can even see why Luckies taste better—cleaner, fresher, smoother

Ask yourself this question: *Why do I smoke?*

You know, yourself, you smoke for enjoyment. And you get enjoyment only from the taste of a cigarette.

Luckies taste better—cleaner, fresher, smoother! You can see *why* when you strip the paper from a Lucky by tearing down the seam.

First, you see that your Lucky is *made better*, because it remains a perfect cylinder of fine tobacco—round, firm and fully packed.

Second, you see Luckies' famous fine tobacco itself—long strands of fine, light, truly mild tobacco with a rich aroma and an even better taste. Yes, L.S./M.F.T.—Lucky Strike means fine tobacco.

Nothing—no, nothing—beats better taste, and Luckies taste better—cleaner, fresher, smoother. So...

Be Happy—GO LUCKY!

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

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